

The Magazine for Executives

DECEMBER 12, 1953

## MEN'S SHOE STYLING: IN A RUT?

Also ...

Wisconsin Tanning  
Symposium  
Program

Breakdown Of  
World Shoe  
Output

Men's Style Report  
Fall, 1954  
(Stylescope)

Leather Soles  
In Comeback?

*Yes, especially in Fall-Winter shoes. A shoe store "window survey" of 12 leading men's brands — a total of 750 different styles — finds that a genuine "fashion monotony" exists in men's footwear styling.*



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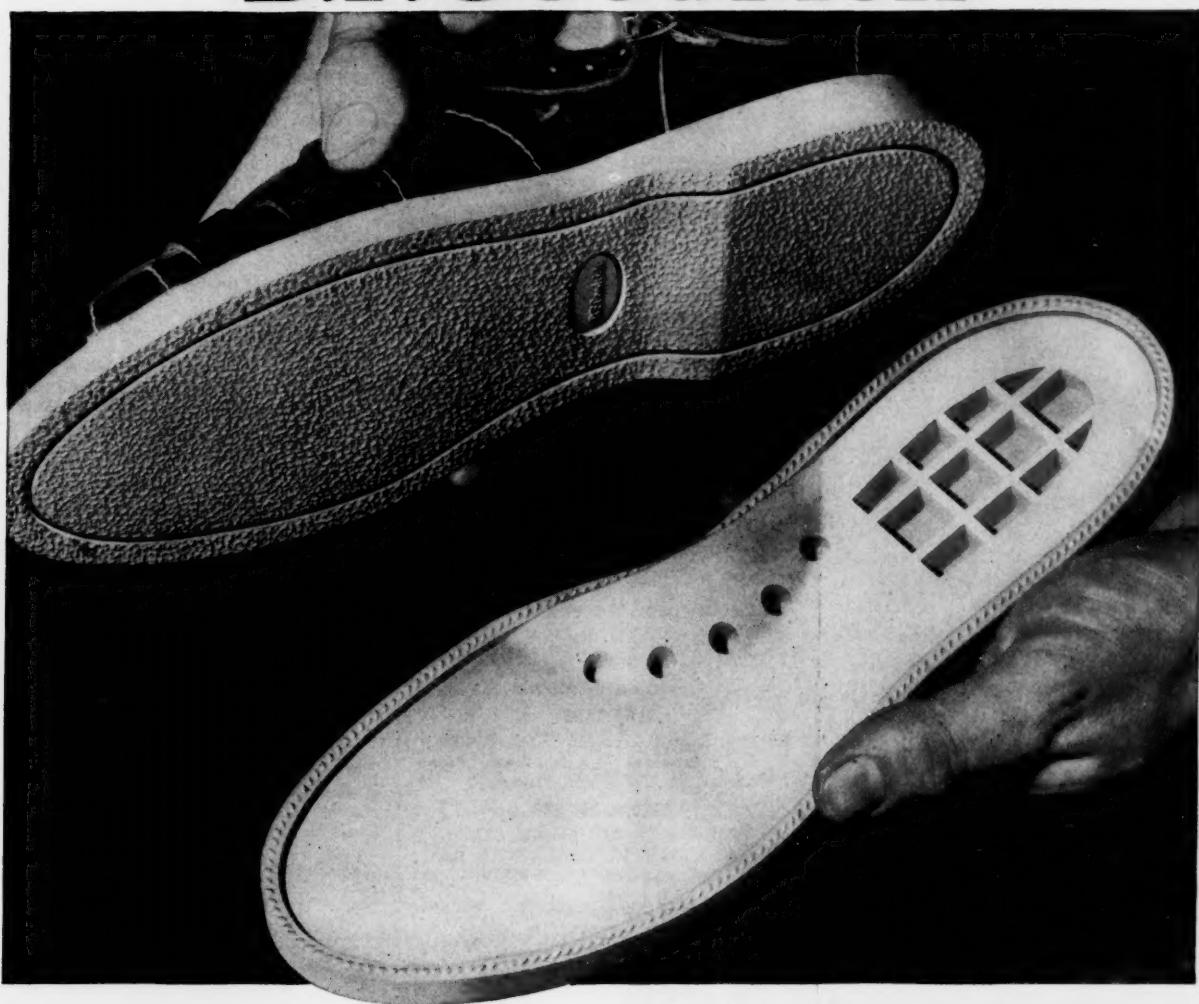
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# LEATHER AND SHOES

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LEATHER and SHOES

## Coming Events

Jan. 31-Feb. 3, 1954—40th Anniversary Mid-Atlantic Shoe Show, sponsored by Middle Atlantic Shoe Travelers, Manufacturers and Wholesalers. Benjamin Franklin, Philadelphia, Pa.

Feb. 14-16, 1954—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands Plaza Hotel, Cincinnati, O.

February 27-March 2, 1954—Allied Shoe Products and Style Exhibit for Fall and Winter 1954. Hotel Belmont Plaza, New York City.

March 1-2, 1954—Showing of American Leathers for Fall and Winter 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

April 25-28, 1954—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association. Leading St. Louis hotels.

May 2-6, 1954—Popular Price Shoe Show of America. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

May 10-11, 1954—Annual Spring Meeting of National Hide Association. Sheraton-Cadillac Hotel, Detroit, Mich.

May 13-14, 1954—Annual Spring Meeting of Tanners' Council of America. Bedford Springs Hotel, Bedford, Pa.

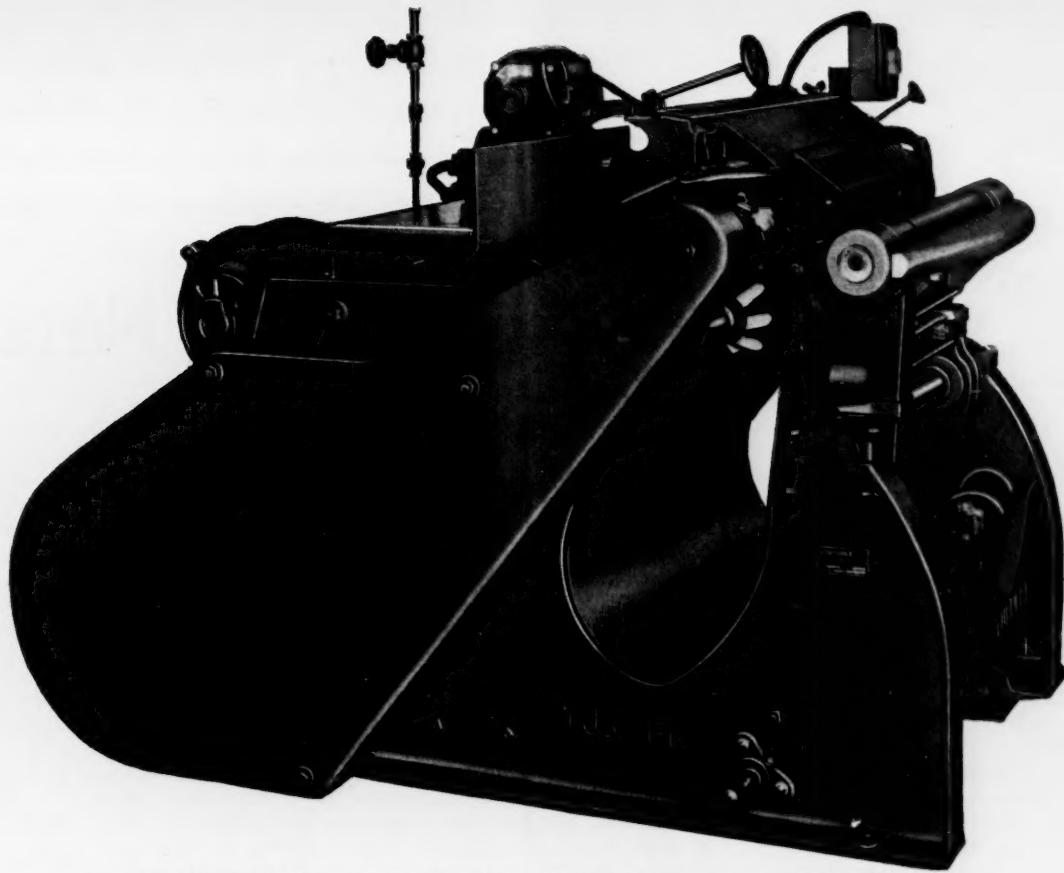
June 7-10, 1954—Annual Convention, American Leather Chemists Association. Bedford Springs Hotel, Bedford, Pa.

Aug. 31-Sept. 1, 1954—Showing of American Leathers for Spring and Summer 1955. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Oct. 24-27, 1954—National Shoe Fair. Sponsored by National Shoe Manufacturers and National Shoe Retailers Associations. Palmer House and other Chicago hotels.

Oct. 28-30, 1954—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

December 12, 1953



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December 12, 1953

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LEATHER and SHOES



***Shoe business, like sin, thrives on desires, not needs. Other industries, adopting this theme, are chalking up sales successes. Shoe business requires a shift in merchandising—particularly a study of***

## **DESIRE VERSUS NEEDS**

**O**NE shoe industry selling theme that is getting a little worn and weary is that shoes are primarily an item of service and utility. While this is true, and will remain a basic bread-and-butter selling theme, its shortcoming is that it's used in such a concentrated and mass manner that it subordinates all other merchandising features.

That selling theme is based on the element of *need* rather than *desire*.

Now, the difference between these two factors—need and desire—contains a profound significance in American merchandising today. Let's see what's meant in down-to-earth terms by that statement.

Psychologically, desire has more pulling power than need. Crazy as that sounds, it works. Sin, the world's biggest and most prosperous business, is the result of desire, not need.

Self-denial is a universal practice. People constantly deny themselves needs to enjoy desires. A kid will forego a pair of new shoes to buy himself a shiny cap pistol with elaborate holster. A working girl will buy a new hat and eat lettuce sandwiches for the week. A family has a hard time paying the rent but the new television set gets installed. A young chap takes his girl to a fancy night club—and ignores the holes in his sox.

### **Desires Outbid Needs**

Desires outbid needs almost every time. Only the hermits and rabid disciplinarians—who never get any fun out of life, anyway—reverse this universal custom.

So, you see, the appeal to desires has more box-office than appeals to needs. This profound psychological truth has been put to work by many types of industries and made to pay off handsomely. These industries don't sit back and bewail that "they haven't got it to spend." They never talk about saturated markets. They don't say, "We can't sell 'em a new

one until the old one is worn out." They don't gripe about the weather affecting their sales. No, they keep pressing away at that magic button of personal desire and forget about needs.

For example, take eyeglasses. Now here's a product you'd think nobody would buy unless they really need the things. For years it was strictly a "utility" item. People wore glasses only to see better. In fact, the eyeglass business got into an even deeper rut when Dorothy Parker framed her famous line, "Nobody makes passes at girls who wear glasses." That should've been the final blow.

### **Today's Eyeglasses**

But then the eyeglass people gave themselves a rectal prod and recognized that if eyeglasses could be converted into a *fashion* item they'd sell a lot more on the basis of personal appeal and desire. So everyone knows what happened. Today we see glasses in all shapes and colors, be-jeweled like Mrs. Astor at the opera. Today thousands and thousands of people wear glasses—people who need them like Mae West needs falsies. Today people *want* to wear glasses, need 'em or not.

You can go down the long list of such items. Ride through a poor town in the South, broken-down shacks on either side of the street, and note the TV antennas latched to the crumbling chimneys.

A car is good for at least 10 years of service on the road, yet each year millions of cars only two-three-four years old are turned in for new ones, almost all of them on the installment plan. Desire overpowering need again.

But let's come to shoes. Note the ads. "Long wear . . . satisfying service . . . everlasting comfort . . . durable and sturdy . . ." Constantly driving home the idea of filling needs, of rendering a utilitarian service. Pounded into the public mind is that

depressing theme, "Comfortable as an old pair of shoes." The distorted idea that shoes, like wine, grow more gratifying with age.

Boys don't *need* shoes for much of the year. They *prefer* sneakers. Even bare feet. And sneakers is what they buy and wear as long as they can. Because the design and character of boys' shoes haven't inspired the kids—have appealed to the unresponsive note of need rather than the dramatic note of desire.

Many men's shoes fall into the same pattern. Men who wouldn't think of wearing a shirt with a frayed collar will unhesitatingly state that their shoes are three years old. And why not? "Comfortable old shoes" are fashionable, socially acceptable. They fill the "need." Still going a-begging in this field is the pulling power of desire—the same thing that makes the same man buy a new car or a new necktie, even though there's no real *need* for it.

### **Obsolescence**

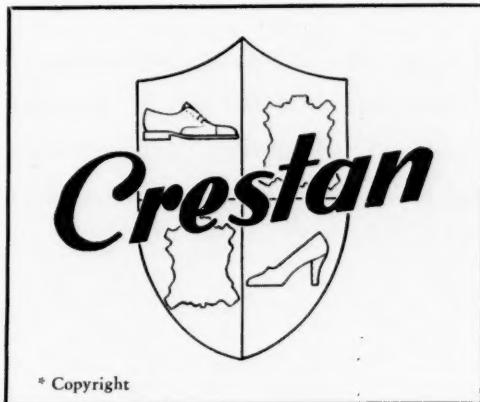
The big selling job—an enormous opportunity—facing the shoe industry is to get across the theme of obsolescence in footwear—just as it's being done in cars and TV and many other items far more costly than shoes. That can be done only by mass creation of "new models" seasonally that genuinely make the old models so obsolescent and out of date that the individual in "comfortable old shoes" is made to feel embarrassingly self-conscious and conspicuous.

Keep in mind that this whole country has been built on the theme of desire, not need. We long ago filled basic needs. Ever since, growth has been based on products serving desires. And that underlies the opportunity and future of shoe business, too.

**Reprints** at nominal costs: Up to 100, 10c each; 200-500, 5c each; 1000-3000, 2½c each; 5000 or over, 1½c each.

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# HEBB LEATHER CO., Inc.

112 BEACH ST.

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# MEN'S SHOE STYLING: IN A RUT?

***In Fall-Winter shoes, the answer seems a strong yes. Leather And Shoes has just concluded this significant retail shoe store "window survey" of 12 leading men's brands—a total of 750 different styles. Conclusion: a genuine "fashion monotony" exists. The findings may shock many—and to others come as no surprise at all.***

**I**N recent years there's been increasing talk about men's shoe styling and men's shoe merchandising being in a rut. There's been talk of a lack of creativeness, lack of inspiration or buying incentive, a lack of promotional impact to make men break a little from their conventional shoe-buying habits and increase their shoe wardrobes.

How much truth is there behind such claims? Determined to boil all the talk down to concrete facts and figures, LEATHER AND SHOES went out into the market places and conducted a survey. The findings may shock some, while to others the story will come as no surprise.

## Claims Justified

The findings do point to one conclusion: the claims have been justified. Men's shoe styling—particularly in fall-winter shoes—is in a rut, as the facts and figures will indicate. This doesn't mean that the creative talent to style more boldly and imaginatively is lacking in the industry. Rather, what has obviously been lacking has been the initiative to instigate fresh ideas, to merchandise, to promote, and to utilize, in terms of selling, the creative talent that is available.

Let's look at the cold-turkey figures. In the past 10 years men's shoes have shown a 16 percent drop in per capita production. For the

past 30 years the actual annual output has been almost static, despite a steady climb in the adult male population. And also despite the steady emancipation of the American male from the rigid conservatism of a generation and more past—especially in terms of wearing apparel other than shoes.

## Consumption Down

Twenty and 30 years ago the average male bought two or more pairs of shoes a year. Today it's about one and three-quarters pairs. This includes all types—dress, work, military, lounge, sport, etc.

What has caused the slow but steady slide downhill?

The findings of this highly interesting survey may point up some of the answers. Perhaps the most significant aspect may be summed up simply: lack of imagination in selling and merchandising men's shoes. The findings brings this fact out in sharp relief.

But now to the survey.

LEATHER AND SHOES selected Boston as a fairly typical area—one that might represent quite fairly a good cross-section of men's shoe tastes and buying habits. It is average in size as a metropolitan center (10th largest city in the U. S.), so that it's neither over-small nor over-large. Its clothing tastes are neither ultra-stylish nor ultra-conservative. In

short, the shoes seen and sold in Boston would likely be seen and sold in Denver, Akron, Nashville, Rochester, Peoria and hundreds of other cities which typify America.

Twelve selected men's retail shoe stores were window-surveyed. Together, in terms of prices, quality, styles, etc., they represented a solid cross-section of men's shoe styling.

Almost all of these stores carried a single manufacturer's make or brand name of shoes. Following is the list of makes or brands carried in these stores: Florsheim, Jarman, Regal, Tom McCann, French, Schriner, Urner; Nunn-Bush, Curtis, Crosby, Johnston & Murphy, John Ward, Stacy Adams, and Stone-Tarlow.

The retail prices of these shoes ranged from \$6.95 to \$35.00.

Altogether, about 750 different styles were noted in the survey—750 different men's shoe styles displayed in the windows of these 12 stores. An average of 62 styles per store or window display.

## Five Factors Noted

The survey noted five distinct factors in its fashion analysis: colors, materials, textures, basic types, and patterns.

Color was one of the most emphatic points denoting the "fashion monotony" of men's shoes. Out of the 750 shoes on display, 72 percent

Colors										Texture (leather)							
Store	No. of Shoes	Price Range	Black	Brown	Tan	Beige	Blue	Two-tone	Other*	Reptiles,		Smooth Prints	Grain	Suede	Fabric	Buck	
1	68	\$11.95-30.00	17	49	2	0	0	0	0	56	0	12	0	0	0	0	
2	42	\$9.95-29.95	10	29	2	0	1	0	0	37	0	4	1	0	0	0	
3	27	\$7.95-15.95	1	25	0	0	0	0	1	20	0	6	0	0	0	1	
4	58	\$21.85-35.00	14	37	1	0	4	2	0	41	1	9	7	0	0	0	
5	50	\$17.95-27.50	11	37	0	0	1	1	0	39	0	10	1	0	0	0	
6	24	\$12.95-26.95	4	17	2	0	0	1	0	18	0	6	0	0	0	0	
7	74	\$9.95-16.95	11	41	3	1	6	1	11	47	0	13	13	0	0	1	
8	107	\$6.95-8.95	30	68	0	0	8	0	1	89	1	7	9	0	0	1	
9	58	\$12.95-22.95	6	48	0	2	2	0	0	45	0	9	4	0	0	0	
10	97	\$8.95-10.95	13	77	1	0	5	0	1	77	0	12	7	0	0	1	
11	87	\$14.95-17.95	11	67	1	0	7	0	1	62	0	15	9	0	0	1	
12	55	\$8.95-16.95	6	45	2	0	1	0	1	39	0	13	2	0	0	1	
747			TOTALS	134	540	14	3	35	5	16	570	2	116	53	0	6	
PERCENTAGES						18%	72%	1.8%	.4%	5%	.7%	2.1%		76%	.3%	16%	7.1% 0% .8%

\*Note: (Other composed of 8 gray, 6 white, 2 green.)

Patterns										Basic Types						
Store	No. of Shoes	Price Range	Straight	Wing	U Tip	Plain	Other*	Oxford	Loafer	Moeca-	Slipon	High	Other*	Tassel		
1	68	\$11.95-30.00	26	16	0	17	9	58	1	7	1	0	0	1		
2	42	\$9.95-29.95	18	8	1	5	10	32	0	8	0	0	0	2		
3	27	\$7.95-15.95	6	3	2	10	6	20	1	3	0	0	3	0		
4	58	\$21.85-35.00	15	21	0	13	9	49	3	3	0	0	0	3		
5	50	\$17.95-27.50	9	15	5	8	13	37	4	8	0	0	0	1		
6	24	\$12.95-26.95	7	6	4	3	4	20	0	2	0	0	0	2		
7	74	\$9.95-16.95	13	11	5	32	13	56	7	5	5	0	0	1		
8	107	\$6.95-8.95	54	5	9	25	14	82	5	8	11	0	0	1		
9	58	\$12.95-22.95	19	12	7	7	13	43	1	12	2	0	0	0		
10	97	\$8.95-10.95	39	16	5	12	25	70	4	18	3	0	1	1		
11	87	\$14.95-17.95	28	8	6	16	29	56	7	19	1	0	1	3		
12	55	\$8.95-16.95	18	6	10	9	12	41	5	7	2	0	0	0		
Total 747			TOTALS	252	127	54	157	157	564	38	100	25	0	5	15	
PERCENTAGES						34%	17%	7.2%	21%	21%	76%	5.1%	13%	3.34%	0%	.7% 2.01%

\*Note: (Other composed of 100 moccasin type, 38 loafer type, 15 tassels, 4 mudguards.)

\*Note: (Other composed of 3 monk straps, 2 mudguards.)

were in the brown family and 18 percent black, so that these two colors combined accounted for 90 percent of all the shoes.

(Note: "brown family" denotes any shade of brown exclusive of tan or beige.) Within the remaining 10 percent were a few brighter greens or blues or greys, some of which were for window dressing alone, and not stocked by the stores. Thus the number of actual stock shoes would tend to raise the black-brown group even higher than 90 percent.

As to materials, 100 percent of the shoes were of leather. Were the survey taken in mid-June rather than mid-November, the percentage of leather shoes would be appreciably lower, of course.

As to textures, again the lack of variety or imaginative selling was evident. Some 76 percent of the shoes were of smooth leathers; 16 percent were grains (Scotch or pebble or other off-smooth grains). Thus, only eight percent fell into such classifications as reptiles, suedes, prints and buckskins.

On basic types, 564 of the 747 styles displayed—or 76 percent—were oxfords. Next was the moccasin-type shoe, accounting for 13 percent. (Not necessarily a genuine moccasin but patterned in that category.) Thus the oxford and moccasin-type shoes comprised 89 percent of all basic types seen. However, quite interesting is the fact that slipon and tassel shoes have crept ahead of loafer types—5.4 percent to 5.1 percent.

#### Patterns Conventional

Of all the five fashion categories surveyed, patterns showed the most diversification. However, even these fell into the conventional lines: 34 percent were straight tip; 21 percent plain toe; 17 percent wing tip; 7.2 percent U-tip; and 21 percent other (mocs, loafer types, tassels, mudguards, etc.)

The single shoe most seen: a smooth leather oxford, brown, straight tip.

Why a survey in the fall season? The survey was taken in mid-November, and deliberately. Men's

summer shoes, and some spring shoes, are succeeding in breaking the fashion-monotony barrier. But the important fall-winter shoes is where, in the opinion of many shoe men, the style stagnancy remains. And it's here where the opportunities for fresh styling and merchandising ideas in men's shoes are large and rich.

This study is certainly no criticism of the brands or lines cited in the article. This group was selected at random, with an eye to giving a fair representative cross-section. Had we selected any other group of brands, no matter the number, there is all likelihood that the tabulated results would have been very similar.

The charts accompanying this article are a graphic illustration of what is meant by "fashion monotony"—and perhaps a dramatic example of why men don't buy and wear a wider style variety of shoes in the fall-winter season.

—END—

gives an added feature to the shoe...

3 ribs for maximum strength

lateral rib for extra rigidity



Here is the shank designed to provide maximum strength and rigidity . . . an ideal shank for all types of men's footwear, from the finest high-style men's dress shoe to the rugged work shoe or field boot.

The #15 R & L Shank provides a single means of attaining two important characteristics of a finely constructed shoe - strength and fine bottom character.

This new shank is available in various gauges and in lengths from  $4\frac{3}{16}$ " to  $6\frac{1}{16}$ ". Samples can be obtained through United branch offices.

#### VITA-TEMPERED STEEL SHANKS

are tough, hard, uniform. Fit like master models. Clean, ready to use. Preserve balanced tread.



## The #15 R & L CUSTOM Steel Shank

UNITED SHOE MACHINERY CORPORATION, BOSTON, MASS.

## Deaths

### James A. Herman

... 77, *shoe executive*, died Dec. 3 in a Brockton, Mass., rest home where he had lived for the past 10 years. A veteran of the local shoe industry, Herman was associated with Geo. E. Keith Co. for 44 years before his retirement. He was active in the company's Middleboro, Mass., factory for many years. His wife, Nellie F., survives.

### Peter J. Wright

... 65, *retired shoe executive*, died recently at his home in Newport, N. H., after a long illness. He was foreman of the International Shoe Co. factory at Newport for many years before his retirement a few years ago. A native of Newport, he had spent most of his life in the town. Survivors include his wife, Margaret; a daughter, three brothers and two sisters.

### Harry E. Burroughs

... *shoe findings executive*, died recently following a short illness. Associated with the shoe industry for many years, Burroughs was president of H. E. Burroughs Co., Westboro, Mass., shoe findings firm.

### Carl M. Tipograph

... *tanning executive*, died suddenly in New York on Monday, Nov. 30. He was president and general manager of Harris & Tipograph, Inc., New York City tanner of hat leathers.

### John H. O'Callahan

... 61, *leather executive*, died Saturday, Dec. 5, at the Chelsea (Mass.) Soldiers Home after a long illness. He was former superintendent of J. Greenebaum Leather Co. of Chicago, Ill., where he served for many years. A native of Lynn, Mass., he spent many years in the tanning industry and served for several years with J. S. Barnet & Sons Leather Co. there. He was a veteran of World War I and past president of the Danvers Lions Club as well as a member of the American Legion.

### Benjamin Lemchen

... 60, *shoe executive*, died Dec. 6 at his home in Brookline, Mass., after a short illness. Prominent in the shoe

industry for many years, particularly around New England, Lemchen was associated with Enterprise Stores for 20 years as a buyer. He was a member of The 210 Associates, Temple Ohabei Shalom and the Good Fellowship Club. Surviving are his wife, Dorothy; a son, Selwin; and a daughter, Mrs. Lenore Prague.

### Harry M. Rollins

... 65, *shoe executive*, died recently at Huggins Hospital in Wolfeboro, N. H., after a short illness. Rollins was foreman of the welt department of Continental Shoe Corp., Portsmouth,

N. H., shoe manufacturer, for the past 20 years.

### John A. Beaulac

... 74, *leather executive*, died Dec. 2 at City Hospital, Worcester, Mass., following a long illness. Active in the leather and shoe industry around Worcester, Beaulac was associated with Graton & Knight Co., Worcester manufacturer of industrial leathers for 25 years, serving as a foreman for most of these years. He was a well-known semi-professional baseball player and umpire and at one time played with the Wesson Shoe Co. nine.

**E**VERY YEAR, for the past 35 years, America's leading manufacturers of fine-quality Feminine Footwear have favored our narrow fabrics with steadily increasing acceptance. And this is so only because those who know are aware that our BINDINGS and BRAID-TRIMS provide a fine top-line to the finished shoe.

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Silk Mills**  
ESTABLISHED 1918  
Manufacturers and Distributors to the Shoe Trade of  
FINE-QUALITY NARROW FABRICS  
**95 Madison Ave. New York 16, N. Y.**

# GENERAL SHOE HAS RECORD SALES

## COMPANY REPORTS NEW ALL-TIME HIGH

### *Jarman Sees Even Better Record In '54*

General Shoe Corp. finished its fiscal year on Oct. 31 with a new all-time high for volume of business and net sales.

The company's annual report, issued this week by Chairman Maxey Jarman, shows total volume of business at \$137,337,975, exceeding last year by six percent.

Net sales to customers, after deducting intra-company business, were \$111,179,210. This was a seven percent increase over the previous year.

Operating income (before taxes) registered a 22 percent increase over last year and hit \$8 million. This was the largest in the history of the company. In spite of a considerably higher tax rate, net earnings showed a seven percent increase, and totalled \$3,566,000. Earnings per share were \$4.30, compared with \$4.11 last year.

On Oct. 31, the company paid out its 85th consecutive common stock dividend. For the past seven years dividends have been at the rate of \$2.50 per share, and for the last five years have represented 60 percent of the earnings available for this purpose.

Jarman offered substantial reasons for the prediction that 1954 would produce still better total earnings and volume of business for General Shoe. He predicted that the shoe industry in general would get its share of increased business forecast for the nondurable goods field as a whole—and that General Shoe specifically would profit from these upward trends.

Jarman also pointed out that its 1954 year would obtain a considerable increase in total earnings and volume of business from other companies acquired near the end of the fiscal year.

## EDISON PRAISES HARTNETT WORKERS

"We in the leather and shoe industry have a right to be proud of our place in the nation's economy because we have filled the need for shoes at outstandingly low cost to the consumers of America," Irving Edison, executive vice president of Edison Bros. Shoe Stores, Inc., St. Louis shoe chain, told leather workers employed at the Hartnett Division of Colonial Tanning Co. at Ayer, Mass.

Edison was principal speaker Dec. 9 at the division's 16th profit-sharing

distribution held in the Ayer High School auditorium before a capacity audience. The affair was highlighted by a dinner, an employee-sponsored musical show and entertainment, and a record distribution of \$91,598.24 to 240 workers.

"To no other product at so low a price do so many hands contribute their labors," Edison declared. He congratulated the Hartnett workers for the "success you have achieved in enjoying your jobs."

"Through your high standards you have elevated your own industry and the industry of this country. You are deserving of the thanks of all of us. There is another success you have had. It is success in enjoying your jobs."

Kivie Kaplan, president of the Hartnett Division, said the latest distribution represented the employees' 30 percent share of profits earned during the six months from March 1 to Aug. 31, 1953. A total of \$655,095 has been distributed to workers in profit shares since 1945.

## SUPREME COURT GETS UNITED SHOE CASE

The U. S. Supreme Court last week agreed to examine the anti-trust judgement against the United Shoe Machinery Corp. as handed down in Boston last February by Federal Judge Charles E. Wyzanski, Jr., who ruled that the company was operating a monopoly in shoe machinery and some of its practices being in restraint of trade.

The Supreme Court will schedule arguments on the case "soon" and shortly thereafter will hand down its written opinion. This final judgement carries enormous significance for the industry. If Judge Wyzanski's earlier opinion is upheld, several sweeping changes in shoe machinery practices will come into effect.

## Lawrence Has New Shoe Firm

The town of Lawrence, Mass., once the center of the textile industry, has turned again to the shoe industry to keep its idled mills humming. Latest to bring a new lease on life to the town is Ludington Footwear, Inc., a new shoe firm which has signed a six-year lease in the former Pacific No. 10 building.

Opening of the 70,000 square foot area in the old textile building by Ludington will mean another payroll for 400 townspeople.

## ARE SOLE LEATHERS ON COMEBACK ROAD?

### *Tanners Hope Decline Has Been Halted*

Sole leather manufacturers, worried over a downward sales trend that has persisted over the past five years, are taking on a new lease on life.

Official Government shoe production figures show that not only has the decline of leather soling usage been halted, but that actual output, percentagewise, of shoes with leather soles has shown an increase for three successive months.

Back in June of this year, only 39 percent of all footwear produced during the month had leather soles—an all-time low. Before World War II, leather accounted for 77.7 percent of all soles but the percentage declined steadily in postwar years from 65 percent in 1948 to 56.5 percent in 1949, 51.7 percent in 1950, 44.7 percent in 1951 and 41.6 in 1952. The decline continued in four of the first nine months of this year with the new low being reached in June.

Yet latest Government figures show that from July through Sept. use of leather soles showed steady gains, reaching a 43 percent high (for the year) in Sept. This was the highest percentage reported for leather soles since Dec. 1951.

Whatever the reason for the sudden reversal, sole leather tanners are hoping it will continue. Few expect startling gains in the immediate future but they do look for leather soles to hold its own.

## Craddock-Terry Offers New Pension Plan

A lump-sum pension plan which will provide Quarter Century Club members with at least \$1,000 upon retirement at age 65 has been announced by Charles G. Craddock, president of Craddock-Terry Shoe Corp., Lynchburg, Va.

The new plan, retroactive to Dec. 1, 1952, will pay employees from \$1,000 to \$1,273.89 less Federal income tax. Workers retiring before age 65 but after 60 because of ill health will receive one-sixth less for each year under 65.

Craddock added that company workers are not required to retire at 65 but may continue with the firm as long as they can turn out a "reasonable day's work."

## EASTERN SHOE FIRMS THREATEN TO MIGRATE

### Strikes Continue In Three Factories

Striking shoe workers in three leading shoe factories — two in Brooklyn, N. Y., and the other in Newark, N. J.—stayed off their jobs again this week as company representatives failed to reach contract agreements with Joint Council 13, United Shoe Workers of America, CIO.

Reports that S. Waterbury & Sons Co. and Julius Altschul, Inc., Brooklyn manufacturers of children's shoes, and Johnson & Murphy, Newark, N. J., division of General Shoe Corp., would move South were neither confirmed nor denied by company officials.

Meanwhile, negotiations to end the strike were reported continuing in all three plants. Federal Mediator Herbert L. Haber has been presiding at meetings with union and factory officials.

## CHICAGO RAWHIDE MARKS 75TH YEAR

Next month, the first of the new year, Chicago Rawhide Manufacturing Co. of Chicago, starts celebrating its 75th anniversary in earnest.

Although the actual anniversary of the company's founding took place in late Nov., company officials have marked the period of Jan. through March 6 as one of open house receptions for employees and their families at its four plants.

From a little loft at Monroe and Canal Streets, Chicago Rawhide has spread to its present main plant at 1301 Elston in Chicago, another at Elgin near Detroit, a third at Pontiac, Mich., and a fourth at Hamilton, Ont., in Canada.

Its early products of rawhides have now been expanded to automobile leathers, oil seals, 38 rubber precision products and many others. By following trends in industry and catering to industrial needs, the company has become one of the nation's most successful and progressive.

Edward W. Emery now heads Chicago Rawhide. Before him, his father, William H. Emery, Jr., and his grandfather, William H. Emery, served as presidents. The youngest of the Emerys is looking forward to the company's developing new products which will meet the changes inevitably ahead in the atomic age.

## WISCONSIN TANNING SYMPOSIUM TO FEATURE TOP INDUSTRY SPEAKERS

Eight of the country's outstanding leather and tanning technologists will be featured speakers on Jan. 16, 1954, when the Wisconsin Tanners' Production Club holds its third annual Tanning Symposium at the Plankinton Hotel, Milwaukee, Wis.

The Symposium, designed for key personnel of the tanning and allied industries, will present papers of a practical nature. The meeting will be opened at 11:00 a.m. and a banquet is scheduled to start at 7:00 p.m. Guest speaker of the evening will be Dr. Kuebler, president of Ripon College.

Following is a list of speakers and their subjects:

Arthur Goetz, Director, School of Leather Tanning and Technology, Pratt Institute—"Beamhouses, Foundation Stones for Tanning."

Dr. R. S. Stubbings, Director of Tanning Research, Lehigh University Institute of Research—"Investigations in Beamhouse Processes."

George H. W. Humphreys, Technical Director of the Experimental

Tannery, River Plate Corp.—"Some Practical Considerations in the Vegetable Retanning of Various Types of Chrome Leather."

Tom Chain, Technical Service Division, Diamond Alkali Co.—"Investigations in Chrome Retanning, Chrome Leather."

Dr. H. B. Merrill, Director, B. D. Eisendrath Memorial Laboratory—"The Use of Egg Oil in Fatliquoring Chrome Calf Leather."

Dominic Meo, Chief Chemist, Salem Oil & Grease Co.—"Applied Fatliquoring."

Dr. H. E. Turley, Director of Leather Research, Rohm & Haas Co.—"Leather Making as a Series of Balanced Operations to Achieve a Desired Result."

August C. Orthmann, President, Orthmann Laboratory—"Road Blocks and Danger Signs in Leather Manufacture."

Reservations are available before Jan. 10 through Mr. C. H. Jenson, c/o Midwest Tanning Co., South Milwaukee, Wis.

## NEW VIEWS IN ST. LOUIS SHOES



Walter Goerisch, stylist of Vitality Shoe Co., division of International Shoe Co., St. Louis, and Betty Jones Mason, International's fashion coordinator, show some of the company's latest fashions in Vitality sample room to Kay Wister, fashion editor of the American Weekly, during Miss Wister's recent visit to the St. Louis shoe market.

## LEATHER WORKER GETS TWO-YEAR SENTENCE

### Court Upholds Injunction Against Labor Board

Charles Payne, a member of International Fur and Leather Workers Union, Local No. 214, and employee of The Am-O-Krome Co., Cincinnati, O., division of Howes Leather Co., has been sentenced to two years in prison after pleading guilty to two counts of having perjured himself in denying Communist activities.

Judge John H. Druffel, in sentencing Payne to two concurrent two-year sentences, stated in reply to a plea for leniency by Payne that the latter had thrown a road block in a U. S. Grand Jury investigation.

Herman Dickerson, a fellow-employee of Payne, also indicted for perjury on alleged Communist activities, pleaded not guilty to the indictment. Trial was set for Dec. 17 in Cincinnati.

The Circuit Court of Appeals for the District of Columbia, reviewing the National Labor Relations Board's powers under the Taft-Hartley Act, has affirmed a District Court order permanently enjoining the Board from requiring the officers of three unions to reaffirm their non-Communist affidavits.

The Court also turned down the Board's request for a stay against an

injunction issued by U. S. District Court and directed at the Board's policy in holding up certification of unions whose officers have been indicted for false non-Communist oaths.

International Fur and Leather Workers' Union petitioned the Court for an injunction when the board refused to process representation cases involving IFLWU because of the indictment of Ben Gold, leather union president.

### Pacific Shoe Components Offers New Lines

Pacific Shoe Components Co., formerly located at 10019 San Fernando Rd., Pacoima, Cal., reports it has moved to new quarters at 124 West Sixth St., Los Angeles 14.

The firm has been completely reorganized, according to D. Sauberman, president, and will handle in its new quarters a wide range of shoe product materials as compared with its former single line of natural crepe soles.

In addition to the natural (Mayayan) crepe soles, Pacific is carrying in stock crepe midsole rubber and is handling synthetic soles, fibreboard, cork, leatherboard, sponge and foam latex insoling and socklining. The company is also representing several Eastern manufacturers of wedges and welted.

## HESS NEW PRESIDENT OF SHOE INSTITUTE

George B. Hess, vice president and treasurer of Hess' Shoes, Baltimore, Md., has been elected president of the National Shoe Institute.

The Institute is the public relations arm of the National Shoe Manu-



facturers Association and the National Shoe Retailers Association. Its principal purpose is to focus consumer attention upon shoes.

Active in industry and Association affairs for many years, Hess has served as a member of the Institute's Executive Committee since its organization in 1948. He has headed the industry's Men's Shoe Style Committee for 12 years, was a member of the Retailers Association's board of directors for 11 years and was elected president of the Association in 1948.

Maxey Jarman, chairman of the board of General Shoe Corp., was elected vice president of the Institute. L. E. Langston and Harold E. Quimby were elected co-secretaries. G. B. Allbritton was named assistant secretary, and Ruth N. Rusling was named fashion director.

### Linen Thread Buys Assets Of Four Firms

The Linen Thread Co., Inc., New York, manufacturer of shoe and other industrial threads, has announced purchase of assets of R. J. Ederer Co., Ederer, Inc., Adams Net & Twine Co., and Paul's Fish Net Co.

Assets purchased include plants and machinery, inventory, brands and trade marks, and bills receivable.

Officials of Linen Thread said that products manufactured and sold by the four firms will be continued as before under their various brands, as far as practical. The business will be conducted as the Ederer Division, the Adams Division and the Paul's Division of Linen Thread Co.

## FOR OUTSTANDING LEADERSHIP



Second Lieutenant James J. Schnitzer, right, receives the Bronze Star Medal in Korea from his commanding officer, a Colonel heading the 223rd Infantry Regiment, 40th Infantry Division, U. S. Army. The award was for "meritorious achievement," "outstanding qualities of leadership" and "inspiring and unceasing efforts" on the battle lines in Korea between July 7 and 11, 1953. Lt. Schnitzer is the son of Julius G. Schnitzer, director of the leather, shoes and allied products division of the Commerce Department.

## Leather Out of the Barn Into the House

When the Saddlery Manufacturers Association meeting in Chicago Dec. 2 voted to dissolve the organization, it marked the end of 65 years of service to what was once one of the nation's most prosperous industries.

Wayne Dinsmore, secretary-treasurer of the group, recalled that in 1910 association members had a \$50 million dollar business. This year, 17 firms located in 12 states will do less than three million dollars.

Back of the decline of saddle and harness manufacturing is, of course, the displacement of horse and mule power on the farms and the almost complete disappearance of horse-drawn vehicles from the streets and roads of the country. Nor do the manufacturers of this equipment agree with radio and television wags who sometimes advocate a return to horse and buggy days as a means of escape from the bumper shots of lady drivers.

But while saddle and harness manufacturing are slipping into oblivion, the leather industry is taking a fresh and encouraging look at new horizons. Leather walls in homes and offices and in hotel lobbies, restaurants, and cocktail bars is one of the new markets which is under develop-

ment. Clothes stylists for both men and women are broadening their use of leather from present sports and work clothes applications to new and exciting uses in dress wear. At the same time, of course, shoe manufacturers continue as the tanner's best customers.

It hardly seems likely, therefore, that this further evidence of the passing of the horse from the American scene will cause any more than a nostalgic sigh as it brings about the disbanding of the saddle manufacturers' organization.

• **George Limon Tanning Co., Inc.** of Peabody, Mass., has been adjudged bankrupt on a petition filed on Nov. 13 at U. S. District Court. First meeting of creditors will be held Dec. 14 at 11:00 a.m. in the Federal Bldg., Boston. Liabilities were reportedly some \$175,000 and assets about \$20,000.

## OCTOBER SETS NEW CATTLE KILL RECORD

Cattle slaughter for October, 1953, reached nearly 1,782,000 to set an all-time high for any month on record. The federally inspected kill, exceeding even liberal estimates, was 138,000 above September, and 400,000 higher than October of last year.

Calf kill for last October reached 776,000, a high level in relation to monthly federally inspected slaughter over the past couple of years, but a figure that has been exceeded substantially before. Sheep slaughter fell below trade expectations. Federally inspected kill of horses for the first 10 months of 1953 was 224,000, down from 297,000 for the same period of 1952. October horse kill was 26,000 head, compared with 20,600 in September and 37,200 for October, 1952. Following is a detailed breakdown of federally inspected slaughters:

Period	Cattle	Calves	Hogs	Sheep
October 1953 slaughter	1,781,789	776,152	4,994,157	1,528,873
September 1953 slaughter	1,644,126	687,187	4,059,370	1,366,162
October 1952 slaughter	1,390,122	601,561	5,492,004	1,426,510
10 months ended Oct. 1953	14,367,760	5,721,457	43,078,454	11,897,118
10 months ended Oct. 1952	10,761,581	4,261,296	49,428,127	10,406,977
10 months ended Oct. 1951	9,759,154	4,183,698	48,611,794	8,324,065
10 months ended Oct. 1950	10,842,471	4,899,449	44,043,053	9,851,974
10 months ended Oct. 1949	11,040,862	5,353,999	40,551,436	10,018,266

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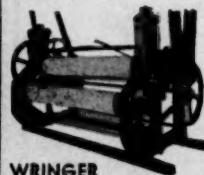
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## HIT OF THE SHOW



This young model clad in leather from jacket to shoes was a feature attraction at the recent 11th Annual Convention of the National Outerwear & Sportswear Association at the Waldorf-Astoria in New York City. Together with her male escort, dressed also in leather, she distributed to thousands of visitors a story on leather fashions for fall placed by Leather Industries of America in This Week Magazine.

## SHOE INDUSTRY FACTS— MASSACHUSETTS OPERATIONS, 1951

Prepared by New England Shoe and Leather Association  
 Source: Massachusetts Department of Labor and Industries

Boots and Shoes, other than rubber	Number of Establishments	Average number of Production and Related Workers	Total Amount of Wages Paid During the year (Gross)	Value of Products (F.O.B. plant)
<b>Massachusetts,</b>				
Total* .....	278	38,330	\$88,207,171	\$358,938,380
Beverly .....	6	396	773,407	2,933,054
Boston .....	30	3,471	8,584,387	33,231,895
Brockton .....	22	3,703	9,296,852	35,852,483
Cambridge .....	5	1,153	2,760,986	15,905,066
Haverhill .....	39	4,379	9,794,564	33,533,984
Hudson .....	5	454	818,259	3,668,845
Lawrence .....	9	1,115	2,524,830	9,065,582
Lowell .....	13	1,704	3,534,256	12,338,015
Lynn .....	38	2,882	6,278,848	21,143,771
Marlboro .....	8	1,716	3,896,889	16,095,264
Middleboro .....	5	1,075	2,623,160	13,684,833
Newburyport .....	5	1,246	2,667,241	7,121,278
Salem .....	7	385	7,81,920	2,829,786
Worcester .....	13	2,131	5,023,459	24,672,993
<b>1950</b>				
Massachusetts,				
Total* .....	301	41,466	\$88,073,825	\$325,782,134

\*Includes more areas than shown in table; communities with less than 5 establishments not listed separately.

## Leading Brazil Shoe Man Visits Welco

Donald McQuillan, general manager of the Alpargatas Co., San Paulo, Brazil, the country's largest shoe producer, has just visited the Welco Ro-Search firm in Waynesville, N. C. Purpose of the visit was to arrange for manufacturing rights of footwear with molded rubber soles in Brazil, under the Ro-Search license.

The Brazilian shoe manufacturing firm employs 4,200 workers, is presently producing daily 65,000 pairs of footwear with canvas upper and rope sole. The company hopes to produce the same number of pairs of Welco-Ro-Search footwear within the next 10 years. According to Welco and Ro-Search president H. W. Rollman, Brazil's current footwear output is wholly insufficient for the country's 54 million people.

### JOYCE APPOINTS TWO

Two top executive posts were filled this week at Joyce, Inc., the appointments being made by W. H. Joyce, Jr., president of the firm.

Kepford Ricker has been named executive vice president, and Jack Evans has been appointed sales manager.

Ricker was formerly with Bul-

lock's, Inc., Los Angeles, for 20 years, serving a good part of the time as shoe buyer. He later became a partner in the shoe firm of Ricker & Spain Shoes, an organization selling casual shoes through leased departments. In 1950 he joined Joyce, four months later became merchandise manager for both men's and women's lines. In 1952 he was appointed vice president in charge of Easter Operations.

Evans served for years as a shoe traveler and also at the retail level. In 1950 he joined Joyce, and over the next two and a half years served as sales representative in the mid-west with both the men's and women's divisions.

### Ripon Enters Casual Shoe Field

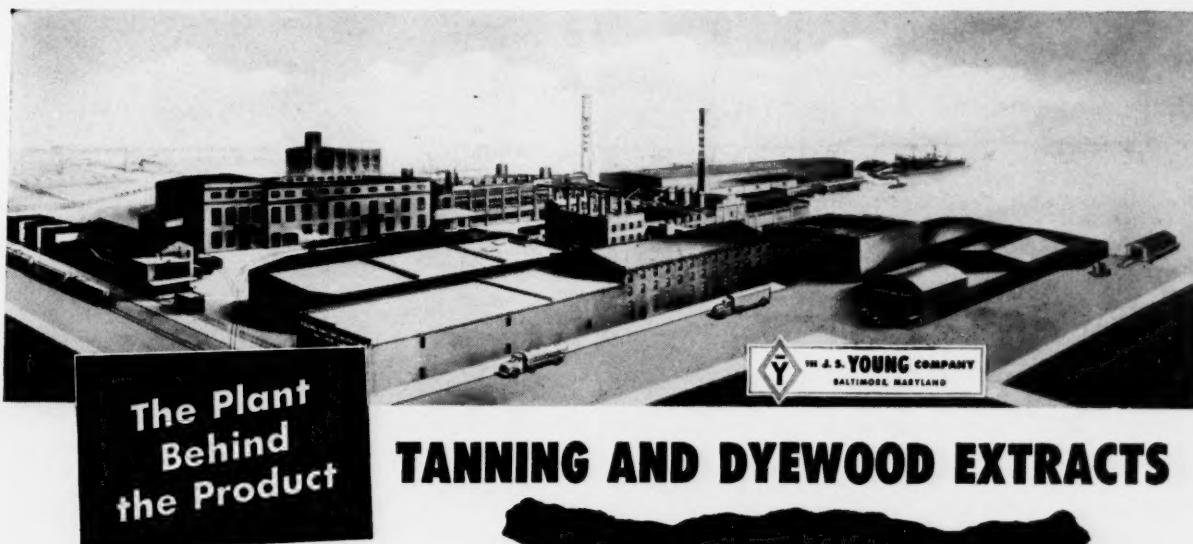
Ripon Knitting Works, Wisconsin makers of slipper socks footwear, is launching into the men's casual shoe field with a fabric upper, synthetic crepe sole casual on a shoe last. The shoe, which has a moccasin toe and comes in several colors, will retail for about \$2.95.

E. W. Schenck arrived at Ripon, Wisconsin, from New York, and will take over active management of the plant as vice-president and treasurer. Schenck leaves his executive position with Cluett, Peabody & Co.

### Named Dyestuff Manager



Lawrence S. Thompson, appointed manager of the Dyestuff Technical Department of General Dyestuff Corp., New York. He succeeds D. E. Marnon who has resigned. Thompson joined the firm in 1941 as a department head in the dyestuff laboratory and more recently has served as General Technical Service Representative.



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## BROWN REACHES PACT WITH CIO UNION

### New Contract Similar To AFL Pact

Officials of Brown Shoe Co., St. Louis, and the CIO United Shoe Workers of America, have reached agreement on a new two-year labor contract which provides a wage escalator clause along with union shop, health and welfare benefits and a modified pension plan.

The new pact supersedes a contract which would not have expired until April and June of next year, according to Dave Wilson, regional director of the shoe union.

Wilson said the contract is effective as of Nov. 1 and affects up to 5,000 workers employed at Brown plants throughout the Midwest.

Brown Shoe reached agreement with the AFL Boot and Shoe Workers Union in mid-Nov. The AFL contract contained similar terms to the CIO agreement.

Both the AFL and CIO unions have now reached successful agreements with both Brown and International Shoe Cos. Contracts with International contained essentially the same terms as those with Brown, Wilson said.

Union leaders would not comment on how the International and Brown agreements will affect negotiations with other shoe manufacturing firms in the St. Louis area.

### DONOVAN NAMES DAVIS

F. C. Donovan, Inc., of Boston has announced the appointment of L. F. Davis Co., New York, as sales representative in New York State, including metropolitan New York.

Davis will handle sales of Donovan's "Twintan," "Domoc," "Sof-shoe" and "Sof grain" kips and sides, natural "Domoc" Tooling kips, and "Krene" (Vinalite) plastics to the shoe, handbag and allied trades.

L. F. Davis has offices at 10 West 33rd St., New York.

## Tanins Rey Names Mead Sole U. S. Agent

Tanins Rey, leading French producer of tanning materials, has announced the appointment of Mead Corporation of Lynchburg, Va., as sole agent to handle sales of its tanning extracts in the U. S. The appointment became effective last Sept.

The arrangement was negotiated by Mead officials with Albert Rey, director of Tanins Rey, during a recent visit to the U. S.

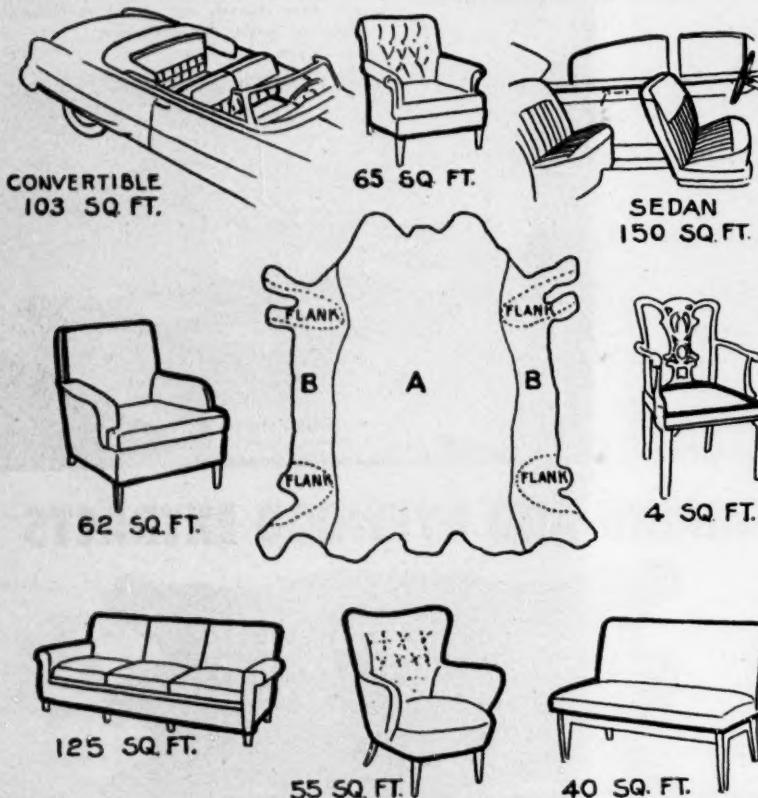
Dr. E. S. Flinn is manager of the Tanning Extract Division of Mead Corporation. The company is a large producer of domestic chestnut extract.

## Goodrich Issues New Shoe Products Catalog

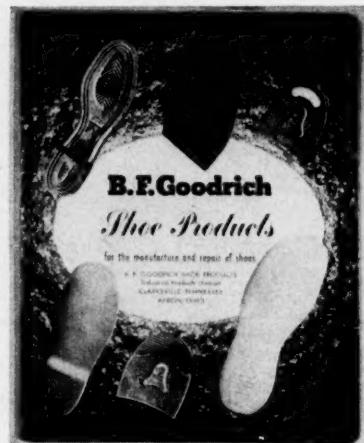
A new 40-page catalog illustrating and describing its complete line of shoe products for the manufacture and repair of shoes has been released by the shoe products division of The B. F. Goodrich Co., Akron, O. The catalog covers approximately 3800 items currently produced at the Goodrich plant in Clarkesville, Tenn.

Illustrated in the catalog are men's, boys', and junior heels, juvenile wedge

## UPHOLSTERY LEATHER: START AND FINISH



This unique sketch shows the amount of upholstery leather used in most common types of furniture and automotive upholstering as well as where it comes from on the original hide. Section A is used for cutting seat tops, inside backs, outside facings and bands and other "hard wearing" sections. Facings and bands for less rigorous use come from Section B. Flanks are used for cutting outside backs, outside arms and other non-wearing surfaces.



heels, cuban heels, junior wedge heels, sport heels, slipper heels, heel bases, molded toplifts, cut toplifts, molded soles, taps, soling, toplifting strips, cement, repair gum, repair tags, and shoe bags.

The catalog also lists a complete line of "Tuffy" heels and soles formerly sold by the I.T.S. Company of Elyria, Ohio. B. F. Goodrich, which manufactured "Tuffy" products, acquired the assets and business of I.T.S. earlier in the year.

Free copies of the new catalog may be obtained by writing to: Shoe Products, B. F. Goodrich Company Industrial Products Division, 500 South Main Street, Akron.

## LEATHER UNION BACKS BEN GOLD

Members of the International Executive Board of International Fur and Leather Workers' Union have signified the board's intention to support union president Ben Gold in his defense against charges of falsely signing the Taft-Hartley non-Communist affidavit.

Gold, indicted by a Grand Jury, stands trial in Washington, D. C., beginning on Jan. 18, 1954.

Board members at a recent meeting in New York presented the International with financial contributions voted by union locals for Gold's defense. The board also followed the expected line of terming the indictment a "frame-up" and attack both upon the union and the entire labor movement.

The *Daily Worker* on Monday, Dec. 7, quoted one "leader" of leather local 30 in Philadelphia as saying, "Immediately after Gold's indictment, the employers burned up the wires to the union office demanding speed up in the tanneries and renewal of contracts without wage increases."

The Red daily added, "A quick demonstration of rank-and-file solidarity forced the employers to abandon the attempted attack on the conditions of the tannery workers and to grant the wage increase."

## American Cyanamid Earnings Up For 9 Months

Consolidated net earnings of American Cyanamid Co., New York, for the first nine months of 1953 totaled \$21,228,000, an increase of almost \$2 million over earnings in the corresponding period of last year.

The company reported this week that net sales (including wholly-owned subsidiaries) were approximately \$287,302,000 in the period, some \$16 million over sales of \$271,734,000 in the 1952 period.

Consolidated earnings before tax approximated \$43,428,000 for the nine months of 1953 as against \$33,932,000 for the corresponding period last year.

Provision for Federal and foreign taxes on income was \$22,200,000 and in the preceding year the amount for the corresponding period was \$14,600,000.

Common stock outstanding increased to 8,640,352 shares at Sept. 30, 1953 from 8,537,979 shares at Dec. 31, 1952 as the result of conversions of preferred stock during that period.

Consolidated net earnings for the first nine months of 1953 amounted

to \$2.44 per share based on common stock outstanding Sept. 30, 1953 compared with \$2.23 per share for the first nine months of 1952 based on shares outstanding at the end of 1952.

## MOORE JOINS STERLING

Howard Moore, formerly with General Shoe Corp. of Nashville, Tenn., has joined Sterling Last Corp. of New York as St. Louis representative.

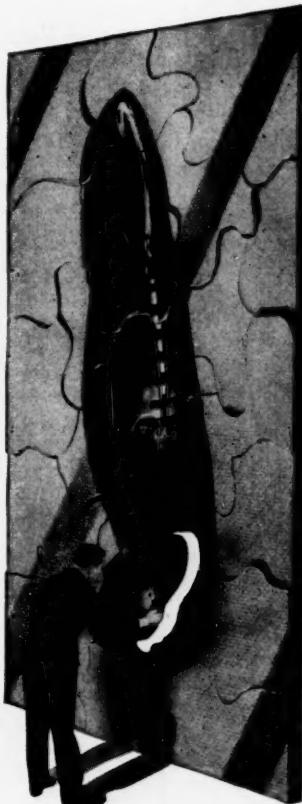
Moore has been in charge of all purchases of lasts and patterns at General Shoe for the past seven years. He will make his headquarters at 710 N. 12th St., St. Louis, Mo.

## Parva Buckle Moves Sales Office

Parva Buckle Co. of Mt. Carmel, Conn., has moved its general sales office to larger quarters at 315 Fifth Ave., New York City.

The company, which manufactures shoe buckles and other fastening devices, has maintained a general sales office in New York since 1950 when its new patented tongueless buckle was first offered to the shoe industry.

Parva now has 10 sales representatives in the United States and Canada under the supervision of Stanley Ford, vice president in charge of sales, and Elaine Norwood, sales promotion manager.



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# Stylescope

SHOE FASHION NEWS AND TRENDS

The "reds" seem to have it as far as men's shoes for fall, 1954, are concerned. Not startling bright hues of women's fashions, but the reddish shades of mahogany, burgundy, dark cordovan. These will add spark to average man's shoe wardrobe. Also, promoted with imagination, can be an added spur to awakening of color-consciousness in the American male.

**Color spotlight also focusing on black.** May be due to the ever-increasing importance of charcoal gray in men's ready-to-wear. Many manufacturers fear this re-affirmation of black as a leading fashion color. They feel it might become an all-occasion shoe rather than taking its place as a "wardrobe shoe" for co-ordinated, occasion wear. This is another spot where proper promotion is not only important but vital to the industry. Customers' thinking must be channeled not to consider black or brown as acceptable at all times and places. Must be taught first to think of the entire effect and to choose accessories accordingly. Other apparel manufacturers doing it successfully. Can be done with shoes, too.

Young men still clinging to the heavy bold-type shoes. Much interest in full, wide brogues for fall. These are being shown in heavy-toe, wide-toe lasts, thus giving effect of a knob toe and short forepart. Also talk about a squared effect, derived from the "chisel nose" toe line.

This trend in heavier shoes for young men probably a throw-back to the college boys' attachment to white bucks. However, the 1954 line of heavy shoes being shown with new styling features. Slipons with storm welts and heavier bottoms similar to what was done with gored slipons with blucher fronts. And, weaving is still in the picture. That is, multiple rows of heavy thread without perforations. Also, a lot of rocker-bottom "spring" in these shoes providing added flexibility and comfort.

Men's fall casuals gradually getting stronger. Are taking on more of dress shoe styling details. Especially big here are the two-eyelet ties (both functional and non) with one-eyelets running a close second. Also the moccasin with a "new look" should not be overlooked. These, with shorter lasts, more width through the throat, on blucher types, will be an important factor. As fall styling crystallizes many variations on the moccasin front will continue to ap-

pear. Their sales appeal is high—more and more men wearing a dressy moccasin type shoe to business.

**Goring being widely used in Fall casuals.** A stroller or loafer-type side-gored oxford with both a moccasin type vamp and a sweeping wing tip may prove choice of the man who wants comfort in a smartly-styled slipon. These will be shown with little or no perforations to keep the models as light looking as possible. Also, gored adjustments will appear in the front or over the instep of the loafer-type oxford.

**Tassels, too, seem definitely here to stay in this men's casual classification.** May have passed their peak of extra pairage in high-grade shoes but are still among the leaders in popular price shoes. Their pace will increase in the fall with different patterns, lower quarters. Some slipons will still feature the lace but without the tassel, while other innovations will show buckles or straps.

In dressier, high-grade men's shoes, lines will be somewhat sleeker following the trend in clothing. This more "sleek appearance" in high style evidenced by lighter soles and fewer perforations and trimming. A trend toward long, sweeping wing tips in the blucher and bal oxford may prove to be one, if not the, leading basic type for fall, 1954. Also, a concentration on slipon types (stroller and loafer models) which utilize good fitting pump backs. Above all, these dress shoes will have a much trimmer look than shoes of this type in the past which were bold and heavy in appearance.

**Grains and printed leathers seem to be coming into their own next fall.** Lama calf, an embossed pre-shrunk leather for soft type shoes, either lined or unlined, is well thought of among leading manufacturers. Also, carrying out the theme of the importance of reddish shades, cordovan-toned calf will doubtless play a predominant part in the fall scene.

Rosalie Marzbanian



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**United Shoe Machinery Corporation**  
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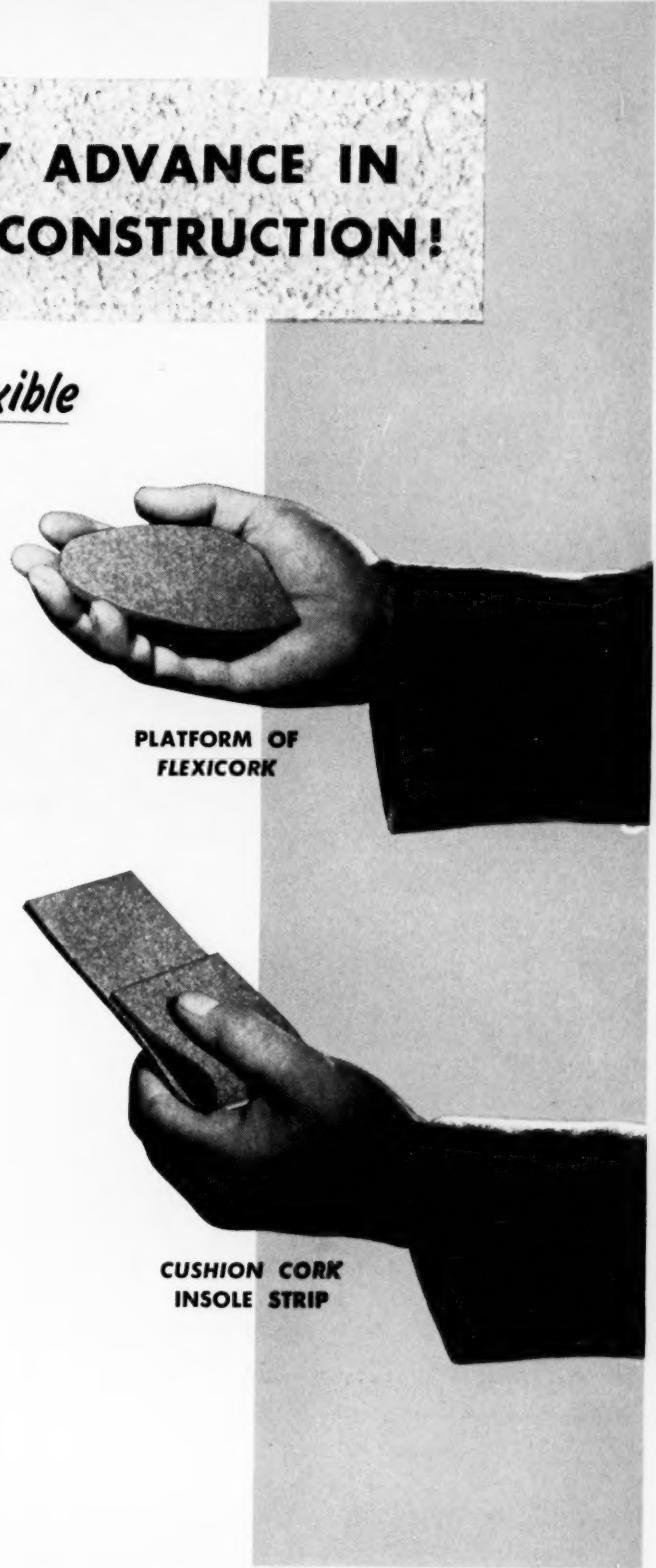
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Type of Leather	Degree Tannage Desired	Percent Tannin To Supply With Maratan	Percent Tannin To Supply With Vegetable Tan
Fat-liquored Chrome Retan	10 to 25	70 to 100	0 to 30
Stuffed Chrome Retan	36 to 50	50 to 70	30 to 50
Flexible Vegetable Splits	50	25	75
Sole	80	30	70

Write for your copy of Bulletin No. 116. You will receive complete and specific technical data.

**MARATHON Corporation**

CHEMICAL DIVISION  
ROTHSCHILD • WISCONSIN

## GLAMOUR HEELS BOTHER WOOD HEEL MAKERS

### Industry Says Thin Models "Dangerous"

The wood heel manufacturing industry is finding little glamour in the new ultra-thin "glamour" heels which have reached such popularity of late.

Lucius Foster of Guild Associates reports that members of the Western Wood Heel Manufacturers' Association recently expressed great concern over the tremendous waste of material, labor and machine time resulting from excessive breakage when the thin blocks are held by pressure against the shaping cutters.

Finishers, in turn, are worried about the loss from buckled celluloid and wrinkled leather covers and from the cracking and chipping of the heels when too much holding pressure is exerted, or the heel is off the center axis, at the time it is attached to the shoe. "Furthermore, the heels are dangerous," Foster said.

### Three Suggestions

Three important suggestions were made at the meeting, according to Foster. Each member was advised to:

1. Analyze his own cost of producing ultra-thin heels and reflect it fully in his selling prices.
2. Tell each of his customers about the hazards of these heels and the waste they create.
3. Inform his customers of their need for products liability insurance and the low-cost protection it offers them.

In determining just what is a dangerously thin heel, Foster said that most members agreed that heels must have a tread no smaller than a nickel and a neck at least the size of a dime to be safe and to avoid excessive production waste. "Anything smaller is a sacrifice of safety for style," he added.

"Emphasis was placed on the fact that the wood heel industry is keenly aware of the 'dated' look that heavy heels give to the modern dressy shoe," Foster explained. He said that the industry is anxious and glad to help the shoe manufacturer create a "new look" but he warned that if the wood heel producer furnishes properly seasoned hard maple heel stock (the ideal material by test and usage), uses special care in manufacturing and reinforcing, and insists on rigid inspection, he has met his obligation and can assume no further responsibility.



**Popular Price Shoe Show last week proved a surprise in several ways.** Many had approached it expecting the worst. Instead sales volume proved quite respectable. More important, general feeling of pessimism beginning to spread over shoe industry was dissipated. Shoe retailers gave unmistakable evidence that they were looking forward to healthy spring, would buy and sell good volume of shoes.

**Unusual was almost complete lack of price consciousness.** Manufacturers who did good business, particularly in higher priced lines, invariably found customers did little haggling over price. Even in lines that did not sell so well, there was little bargaining. Retailers appeared wholly resigned to fact that shoe prices were as low as they could get under existing conditions.

**Result was price was reduced to secondary role.** Retailers were more concerned with what shoes would sell—not with what price lines. This laid the emphasis upon fashion and style rather than cost. Conclusion was that consumers would buy plenty of shoes next spring provided they found what they wanted.

**Still another factor was general feeling that emphasis upon the new, the stylish, was even more important than cost.** Naturally few retailers were interested in going beyond their price lines. But all were agreed that, within bounds, they would have little difficulty in selling shoes provided they had the right shoes and the right methods of selling them.

**This ties in with other signs that shoe industry may well be entering upon new era.** At press conference held during PPSSA, top industry leaders stressed point that industry is leaving era of seasonal selling, entering one of year-round sales. "Extra pair" sales will draw more and more attention in days to come. Shoemen have found that men as well as women can be sold on that additional pair—the pair used for America's growing leisure time. Hobby shoes, sport shoes, casual wear—all bid fair to give shoe industry that long-needed incentive.

**Shoe industry research status pitifully low.** This is shown in two recent surveys completed by Harvard Business School. Surveys indicated, according to *Wall Street Journal*, that 44% of American companies each spent more than \$5,000 for research in 1952. The manufacturing industry as a whole averaged 1.3% of total sales spent on research.

Some shoe manufacturers—and only a half dozen leading ones at that—spent only one-tenth of one percent of their total 1952 sales on research (see L&S, issue of Nov. 21).

**If shoe manufacturers devoted 1.3% of industry sales in 1952 to research, they would have given over some \$23,946,000.** This is based on total sales of \$1,845,000,000. Yet six largest firms spent total of only \$320,000, of which one firm accounted for 75%. Safe to say all other firms combined spent another \$400,000 at most. This is four hundredths of one percent.

**Fact is shoe manufacturers depend almost entirely upon United Shoe Machinery Corp.** to do most of needed research on new products, methods, etc. And USMC responds well, allocating 10% of its annual royalty income to machinery research. Other research done mostly by suppliers of shoe materials.

• •

**Report by Business Information Service of Commerce Dept. on world production and consumption of leather footwear reveals some interesting facts.** In 1952, for example, U. S. with only 7% of world population accounted for 40% of footwear consumption. Per capita consumption figures for year showed U. S. tops with 3.15 pairs, United Kingdom next with 2.82 pairs and Canada with 2.75 pairs. Among lowest, as expected, were China with .003 pairs and Indonesia with .03 pairs per person.

**Productionwise,** in period from 1930 to 1952, U. S. rose from 304,170,000 pairs to 508,534,000 pairs. Canada from 17,646,000 to 37,460,000 pairs. In South America, Brazil more than doubled its output, jumping from 15,819,000 to 35,683,000 pairs. Argentina had curious experience, reporting 14,960,000 pairs in 1930, 31,889,000 in 1949 and only 18,967,000 in 1952.

**Most European countries showed either decline or slight increase.** France, which turned out 45,312,000 pairs in 1930, produced 45,012,000 pairs last year after almost two decades below this figure. Germany was pretty well recovered from 80,000,000 pairs in 1930, 65,009,000 in 1940, 42,595,000 in 1949, to 70,121,000 last year. And Soviet Russia, although its per capita consumption was only .48 last year, turned out some 89,115,000 pairs, almost double the 48,920,000 pairs reported in 1930. Curiously, the last figure represented no advance for the USSR. In 1949, it reported an output of 90,875,000 pairs.

## Government Denies Cat's Paw Appeal

The Federal Trade Commission has denied the appeal of Cat's Paw, largest manufacturer of rubber heels and soles in the United States, from a hearing examiner's initial decision. The examiner ordered Cat's Paw Rubber Co., Inc., Baltimore, and two of the largest shoe finders in Chicago to stop discriminating in price in the sale of rubber heels and soles and allied products in the shoe repair industry.

The order forbids each company to discriminate in price between purchasers who compete with each other, or whose customers compete with each other in the resale of these products.

Respondents admitted discriminating in price and that this practice might injure competition in the shoe repair field. But they objected to the examiner's order against future discriminations because it did not expressly permit price differences justified by differences in cost or necessary to meet competitors' prices.

## Upped At Huskies



### Andrew Snyder

... tannery executive, died suddenly Dec. 2 after being stricken with a heart attack while at his home in Elkland, Pa. Snyder had been superintendent of the tanning department of the Elkland Leather Co. at Elkland, Pa., since 1917.

(Other Deaths on Page 11)

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**WEDGES**

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Harold Kessler, who has been appointed vice president in charge of merchandising at Husco Shoe Co., Honesdale, Pa., manufacturer of Huskies. Kessler joined Huskies a year ago as merchandise manager and since then has worked actively with distributors. Kessler at age 34 has already had more than 12 years' experience in the shoe industry and was associated with Alexander's Department Store in New York for more than 10 years.

## New Ad Manager



Jerome M. Schlakman, newly-appointed advertising manager of American Biltrite Rubber Co., Chelsea, Mass. Schlakman, who succeeds Dick Jones, now with Chas. A. Eaton Co. of Brockton, is in charge of American Biltrite's advertising and sales promotion in all divisions. He joined the firm in 1948 and was advertising manager of the Amicto Flooring Division at Trenton, N. J., for the past year. He was also assistant advertising manager of the company's Heel and Sole Division.

• Sheldon Baron Shoe Co. of Boston has opened new offices at 179-181 Lincoln St., Room 120. The firm markets women's pumps and sandals under the name of "Baronetts" and a line of men's oxfords and loafers. President is Sheldon S. Baron.

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## MILITARY BIDS AND AWARDS

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### Tooling Leather

**December 1, 1953.** The Veterans Adm., Murfreesboro, Tenn., has issued Inv. No. 70 calling for calfskin tooling leather, 2½ oz. wt., 750 sq. ft. of cowhide carving leather, cowhide tooling leather-lacing, etc.

### Surplus Sale

**December 2, 1953.** Among various items is listed a quantity of Handbags, White, Leather, unused, good condition, under Inv. No. B-7-54 as issued by the Naval Supply Activities, 3rd Ave. & 29th St., Brooklyn, N. Y.

### Welders Gauntlets

**December 2, 1953** — Illinois Glove Co. of Champaign, Ill., turned in low bid of \$775 pr. under Inv. No. 1844 at the New York Navy Purchasing Office, 111 East 16th St., New York City.

The item called for was Gauntlets —gas welder's chrome tanned leather, heat and moisture resistant, 5-finger hand lined with cotton duck, Gunn pattern—size 9, left hand, for a total of 1,728 pr. and size 9, right hand, for a total quantity of 1,296, both to Specs. 37-G-1d, type 1, dated 15 June 1946.

### Men's Slippers

**December 16, 1953** — 17,136 Pr. Slippers, men's, house, sizes 9-10 and 11, to Vets Specs., VAT-306a, requested by Veterans Adm., Wash., D. C., under Inv. No. S-239.

### Molder's Shoes Awarded

Award has been made covering 96 pairs Molders Shoes, Safety-First type, for foundry use, under Inv. No. 16932-B which opened Nov. 9, 1953 at the District Gvt. Supply Office—Wash., D. C.; to the Hy-Test Safety Shoes Co., Inc., St. Louis, Mo., for a total award amount of \$592.65.

• **Myer Saxe** of Kesslen Shoe Co. and **Willy Nordwind** of Climatic Footwear Corp. have been appointed co-chairmen of the 1954 Life Membership drive for **The 210 Associates**. The drive to enlist life members was launched a few weeks ago.



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3. For bags, luggage, furniture, and any leather goods where protection is pre-eminent, use Dyo-Flex 422 Clear.
4. For Patents and Reptiles, use Dyo-Flex Patent Leather Refinisher. Available in clear or black.

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**NEW ERA DIE CO.** Red Lion, York County, Penna.

## AFL UNION REJECTS ST. LOUIS PACT OFFER

Independent St. Louis shoe manufacturers face a strike in the near future unless they are able to get together on a new contract with the AFL Boot and Shoe Workers' Union.

Ben Berk, Midwest regional director of the union, said this week that the union's joint council recommended that three locals take a strike vote within two weeks after rejecting a management offer.

The offer resembled contracts recently signed with International and Brown Shoe Co.'s but contained "the worst features of each," Berk added. Current contracts with the shoe firms expired Dec. 1.

The union has asked for increased hospitalization and medical benefits along with a three-weeks' paid vacation for employees of 15 years. Shoe manufacturers countered with a two weeks' vacation, smaller benefits, and an escalator clause providing for a one percent wage increase for each one percent rise in the cost of living index.

## Shoe Prices At Bottom, Says Foote

Retail shoe prices have hit rock bottom and "cannot be any lower next spring or summer," declared John E. F. Foote, president of the New England Shoe and Leather Association, speaking before a press meeting at the Popular Price Shoe Show in New York this week.

Other Show officials pointed out that marketing patterns in the industry are changing. For example, seasonal peaks and valleys are leveling off, as compared with prewar, though the Easter and Fall periods are still the buying high marks.

And much interest is being shown in "hobby shoes" that combine the ruggedness of work types with the smart appearance of casuals, and are designed to cater to the fast-growing do-it-yourself trend in work around the home.

## NEW SANDLER PLANT

Sandler of Boston has started construction on a new \$61,000 shoe manufacturing plant in Harmony, Maine, making this the third Maine factory of this firm, the other two being in South Brewer and Bangor.

Production is expected to begin in early 1954, and the plant will employ about 120 workers. Women's hand-sewn and machine-sewn moccasins will be made at the factory. Construction of the new plant is under the supervision of Wes Parker, Sandler superintendent.

## Worked Feverishly

The officers of the local Brotherhood of Shoe and Allied Craftsmen are reported to have worked feverishly to produce a price or piecework schedule for the new types of shoes, and company officials gave high praise to the cooperation shown.

Sandler now operates five shoe factories—three in Maine, one in Boston and one in Brockton.

## Korean Vets Guests at Shoe Club Xmas Party

Members' sons who are Korean War veterans will be special guests at the Boston Boot and Shoe Club's annual Christmas Party Dec. 16 at the Hotel Statler in Boston, according to Charles Slosberg, president of the Club.

The Wednesday evening dinner-meeting will be featured by an all-entertainment program of stage and television stars. Sammy Eisen, popular orchestra leader, will serve as Master of Ceremonies for the four-act stage revue. In addition, the Glee Club will offer its program of Christmas carols.

Club vice president George E. Hamel of L. H. Hamel Leather Co., Haverhill, is chairman of the entertainment committee.

## Sandler-Fenton Postpones Opening

Start of production on an order of one million pairs of infants' and children's shoes—all slated for an unnamed buyer within the next five years—has been postponed for one week by Sarra-Sandler-Fenton Co. of Brockton.

Fenton said the company, which plans to make 200,000 pairs per year of the new line, held up operations because price contracts with all locals of the Brotherhood of Shoe and Allied Craftsmen, independent union, have not yet been signed. He added that operations should begin Dec. 14.

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AMALGAMATED LEATHER CO'S. INC.

DELAWARE

## NEW BUSINESS SLOW BUT TANNERS BUSY DELIVERING AGAINST OLD ORDERS

### Prices Barely Steady With Seasonal Declines Most Noticeable In Calf

#### NEW YORK MARKET

*Upper Leather:* — Most tanners report business is slow with few orders coming in. However, many tanneries are well sold up they cannot fill orders for under 5 weeks or more, due to good business done in the past in other areas such as New England and the West. New York seems to be the slowest for the moment and has been since early Nov.

On sides, large spread elk quoted about 39c and down with some as high as 42c and down. Combination tannages about 46c and down. Mostly wanted in the glove tannages.

In calfskins, women's weight smooth is about 80-85c and down for volume sales but the big demand is for aniline dyed leather at about \$1.00 and down. Among the high price shoe factories in this area, aniline dyed calfskins moving pretty well at \$1.00 and down.

*Reptile Leather:* — Tanners of reptile leather feeling a little more optimistic. While a lot of manufacturers were using snakes for trim at the recent Spring shoe shows there were some who showed an all-snake shoe. One showed an all-cobra shoe that was very attractive. Up to the moment snake skins not selling like they should at this season. Prices unchanged and in fact, pretty nebulous

at present until tanners find out what kind of a demand they will have.

*Sole Leather:* — Sole leather market still very slow. However, there is demand for bellies and good ones can still bring 28c though quite a few are going for 27c also. Supply pretty critical and a lot of insole cutters are looking for bellies even to the point of calling up people they generally do not trade with.

On bends and other types of sole leather offal, the situation is slow with little traded. Bends still quoted from 50c to 65c as to weight. Double rough shoulders figured 44c to 48c with trading very slow. Some feel that double rough shoulders will pick up soon when men's waist belt people get active again.

#### Sole Quiet

Little new business reported for week. Best demand continues centered around light leather.

Best clear bends bring up to about 68c with some asking 70c. Plenty of good light tannery run bends at 66c. Only fair business done in 8-9 irons but interest would indicate better sales in immediate future. Up to 58c paid.

Quotations of 54c and down heard for best 9-10 iron bends; sales reported at cent or two less. Heavies bring up to about 48c though tan-

#### Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1952 HIGH
CALF (Men's HM)	73-1.06	73-1.06	85-1.10	85-1.10
CALF (Women's)	58-98	62-1.03	80-1.03	80-1.03
CALF SUEDE	60-1.00	75-1.15	85-1.10	85-1.10
KID (Black Glazed)	55-90	55-90	75-90	75-90
KID SUEDE	48-91	48-91	80-96	80-96
PATENT (Extreme)	55-60	55-60	56-60	56-60
SHEEP (Russet Linings)	15-25	17-28	18-30	18-32
KIPS (Combination)	52-54	52-56	54-58	56-60
EXTREMES (Combination)	44-50	48-52	52-56	54-56
WORK ELK (Corrected)	36-40	37-41	38-44	38-46
SOLE (Light Bends)	64-68	65-67	68-72	65-70
BELLIES	27-29	27-29	25-26	26-27
SHOULDERS (Dble. Rgh.)	50-53	50-53	50-55	50-55
SPLITS (Lt. Suede)	30-35	33-37	35-39	35-39
SPLITS (Finished Linings)	17-22	18-23	24-26	24-26
SPLITS (Gussets)	15-17	15-17	18-20	18-20
WELTING (1/2 x 1/8)	7 1/2	7 1/2	7 3/4	8
LIGHT NATIVE COWS	15	15 1/2-16 1/2	18 1/2	17 1/2-18

All prices quoted are the range on best selection of standard tannages using quality rawstock.

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ners claim they need 50c to come out whole.

Sole leather tanners of Philadelphia report business fair for this time of the year. Dec. always a slow month and tanners did not expect any exception this year.

### Offal Better

Good bellies bring up to 29c, and from there down could be found a wide variety of prices depending on trim and dimensions. Good single shoulders with heads on quoted at 38-40c. Buyers want to pay less, shop around, hold off.

Tannery run double rough light shoulders bring up to about 50c and 54c asked and obtained for selected clears. Heavies usually quoted at 46c and down.

### Calf Weakens

In men's weights top selections bring about the same price as before and tanners have no difficulty in selling such selections. Up to \$1.06 paid for regular finish with the usual premium asked for aniline. In grades below 90c or so the weakness developed and some tanners accepted about two to three cents less than last obtained.

Women's weights felt the pinch to a greater extent. Up to five cents was knocked off former lists. Up to \$1.03 still asked by some for top selection small skins in aniline finish. Regular finish light leather brought up to about 90c in most tannages. The volume grades, those between about 75c and 58c, were not very active.

### Sides Falter

Heavy aniline type kips in combination tannage bring up to 56c here, up to 54c there, and 52c at still another store. Best full grain heavy aniline kips held firmly at 65c and down. Extremes bring up to about 50c with 48c the usual top asked. Large leather about 46c and down. Pigment combination leather one to three cents below these prices.

Here and there a fair sale noted on chrome leather, but market generally slow. Best heavy kips about 50c and down, extremes 46c and down, large 44c and down. Light leather still available in 30's.

Last week's sales of work shoe leather not duplicated. About 40c and down asked for the best.

### Sheep Steady

Mixed reports from sheep tanners. Some having good week, others slow. Up to 25c asked for best quality boot lining russets. Shoe linings bring 16-20c in volume grades with 19-20c

accounting for large share of business. Colored vegetable linings quoted at 26c and down, sell at 25c and down. Chrome linings get fair call at 28c and down.

### Splits Mixed

Finished lining splits continue quite active with 18-20-22c asked for best. Lining suedes bring 25c and down. Most activity in vicinity of 20-21c. Between 16 and 20c finds bulk of non-slip business.

Heavy suedes had quieter week with the top tannage leather bringing 45c for colors, 43c for black. Other tannages quoted all the way down to upper 30's for top grades.

### Glove Leathers Torpid

Leather business has slowed down to a walk in Fulton County. Glove reorders picking up but are of the "fill-in" variety and do not total up to much.

Leather prices mixed. One tanner has raised his prices on men's weight cabrettas and capes 3c a foot on all but the low grade. He now quotes 67c, 60c, 50c, 40c, 33c, and 26c for the pigtex grade. So far, no change in the ladies' weights.

Pigskins quoted from 90c down but the quality of each lot determines the price. Grey suedes off about 2c per foot on all grades reflecting the drop in pickle skin prices.

Iranians holding well at 26c, 22c and 18c but some concessions made to those manufacturers who will take the leather in at once.

### Kid Middling Fair

Kid leather tanners of Philadelphia report black and white glazed continue as top selling items. Black suede has not shown any real increase as yet. It is definitely in demand but not to any satisfactory degree.

Linings continue a very good item. They sell not only in black and white but in a variety of pastel tones. Tanners say that whatever the shoes may be made of, the linings are practically all made of kid at the present time, particularly in the better grade shoes. Nothing new in slipper leathers. Same in crushed or satin mats.

In general all kid leather prices remain firm. Rawskins seem to be firming up and tanners find the rawskin situation at least as bad as ever.

### Average Kid Leather Prices

Suede 32c-95c  
Glazed 25c-\$1.00  
Crushed 45c-75c  
Linings 25c-55c  
Slipper 25c-60c  
Satin Mats 69c-98c

## Belting Slack

Belting leather tanners of Philadelphia find business not too satisfactory at this time. Curriers are not doing much buying, which has an effect on the activity of rough belting. Hide prices are down and current hides are of the poorer quality that is all that is available this time of the year.

AVERAGE CURRIED LEATHER PRICES		
Curried Belting Best Select.	No. 2	No. 3
Butt Bonds	1.25-1.35	1.23-1.31
Centers 12"	1.53-1.68	1.43-1.55
Centers 24"-28"	1.51-1.58	1.41-1.52
Centers 30"	1.47-1.58	1.37-1.47
Wide Sides	1.22-1.24	1.18-1.21
Narrow Sides	1.14-1.17	1.11-1.13
	1.05-1.07	

Premiums to be added: Ex Light, plus 5c-10c; Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c.

## Work Glove Steady

Market for work glove splits has held steady in latest dealings. However, with year-end inventory time at hand, many buyers not anxious to take on any large volume of leather. Furthermore, new business in finished work gloves still rather slow.

LM weight work glove splits quoted at 14-15c for No. 1 grade, 13-14c for No. 2 grade and 12-13c for No. 3 grade. M weight quoted at 15-16c for No. 1s, 14-15c for No. 2s and 13-14c for No. 3s, depending upon tannages and selections.

## Garment Squeeze Eases

The cost price-squeeze for tanners of sheepskin leather seems to be easing up due to lower prices in domestic market for pickled skins. Also, some sales of New Zealand pickled skins reported at lower levels.

Still some demand for sheepskin garment leather and suede is holding around 35-36c for good tannages while ordinary quality have moved at 33-34c. Grain finish of good tannage still commands 37-38c and average price basis is around 36c.

Little change in horsehide garment leather. Although some sellers still have old lists at higher levels, latest business at 36c and down for good tannages with average price around 33-34c. Cowhide garment leather still ranged from 34 to 36c as to tannages.

## Bag, Case and Strap Holds

Market for bag, case and strap leathers maintaining a fairly steady undertone. Prices unchanged for the most part.

Case leather continues quotable at 40-41c for 2-2 1/2 ounce and 42-43c for 3-3 1/2 ounce. Grade A russet strap leather quoted at 51c for 4/5 ounce, 53c for 5/6 ounce, 55c for 6/7 ounce, 57c for 7/8 ounce, 59c

for 8/9 ounce, 62c for 9/10 ounce, and 65c for 10/11 ounce. Grade B quoted 2c less and Grade C 4c below the Grade A levels.

Colors still bring 3c more and glazed finish 2c above russet prices.

## Tanning Materials Unchanged

### Rare Tanning Materials

Divi Divi, Dom., 48% basis shp't, bag	... \$72.00
Wattle bark, ton	... "Fair Average" \$100.00
	... "Merchantable" \$ 96.50
Sumac, 28% leaf	... \$120.00
Ground	... \$110.00
Myrobolans, J. I's Bombay	... \$44.00-45.00
Sorted	... \$48.80
Genuine	... \$50.00
Crushed 42-44%	... \$62.00
Valonia Cups, 30-32% guaranteed	... \$58.00
Valonia Beards, 40-42% guaranteed	... \$75.00-76.00
Mangrove Bark, 38% E. African	... \$75.00
Mangrove Bark, Colombian	... \$58.00
Mangrove Bark, 38% E. African	... \$75.00

### Tanning Extracts\*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.40
Barrels, c.l.	5.30
Barrels, l.c.l.	5.65
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	11.28
Bags, l.c.l.	12.00
Cutch, solid Borneo, 55% tannin	.08%
Hemlock Extract, 25% tannin, tk. cars	
f.o.b. works	.0625
bbis. c.l.	.06%
Oak bark extract, 25% tannin, lb.	
bbis. 6 1/2-6%, tks.	.06%
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.l.	.11 31/64
Solid clar., basis 64% tannin, c.l.	.12 3/16
Wattle extract, solid, c.l., East African	
60% tannin	.10
Wattle extract, solid, c.l., South African	
60% tannin	.10
Powdered super spruce, bags, c.l.	
.05 1/4; l.c.l.	.06%
Spruce extract, tks., f.o.b. wks	.01%

Myrobalan extract, solid, 55% tannin	.07%
Myrobalan extract, powdered, 60% tannin	.10
Vainia extract, powdered, 63% tannin	.09%

Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin	.16%
Wattle Extract, Powdered, Swedish, 73% tannin	.15%
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, Powdered 68-70%	.11%
Oakwood, Swedish, solid, 60-62%	.11%
Oakwood, Swedish, powdered, 64-66%	.12

Larchbark, Swedish, solid, 54-56%	.11%
Larchbark, powdered, Swedish spray dried, 58-60%	.12%

### Tanners' Oils

Cod Oil, Nfd., loose basis, gal.	.90-.95
Cod, sulphonated, pure 25% moisture	.13
Cod, sulphonated, 25% added mineral	.11 1/4-.12
Cod, sulphonated, 50% added mineral	.10 1/2-.11
Castor oil, No. 1 C.P. drs. l.c.l.	.22
Sulphonated castor oil, 75%	.20%
Lined oil, tks., f.o.b. Minn.	.16
drums	.17%
Neatsfoot, 20° C.T.	.28
Neatsfoot, 30° C.T.	.28
Neatsfoot, prime drums, c.l.	.19
l.c.l.	.20
Neatsfoot, sulphonated, 75%	.16 1/4-17 1/4
Olive, denatured, drs. gal.	.20
Waterless Moellon	.14
Artificial Moellon, 25% moisture	.13
Chamois Moellon, 25% moisture	.11-.12
Common degras	.16-.18
Neutral degras	.30-.31
Sulphonated Tallow, 75%	.11-.12

Sulphonated Tallow, 50%	.08-.09
Sponging compound	.13-.14
Split Oil	.11-.12
Sulphonated sperm, 25% moisture	.14-.15
Petroleum Oils, 200 seconds visc., tks., f.o.b.	.16
Petroleum Oils, 150 seconds visc., tks., f.o.b.	.15
Petroleum Oils, 100 seconds Visc., tks., f.o.b.	.14

\*Imported Extracts are plus duty.

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## SLOWDOWN IN LEATHER BUSINESS SLACKENS PACE OF HIDE ACTIVITY

### But Price Cuts On Calfskins Promote New Wave Of Buying

#### Packer Hides Indecisive

Although the big packer hide market showed some signs of stability this week, there was considerable hesitation on the part of tannery buyers to buy any large quantities as the period opened. Nevertheless, the bellwether selection, light native cows displayed a steadier to firmer undertone when sales were made Tuesday of about 6,300 from river points on the steady basis of 15c and one of the packers obtained 15½c for 1,000 Chicagos.

River heavy native steers eased on sales of about 7,000 down to 13c. Price resistance apparent on river heavy native cows as tanners would only bid 12½c whereas packers asked 13c. Sole leather tanners inclined to hold ideas at lower basis in line with northern branded cows at 12c.

Heavy slaughtering operations continued to provide liberal supplies of hides and packers followed their free selling policy to keep as closely sold as possible. Considerable trading in butt branded and heavy Texas steers on the steady basis of 11c. Some killers tried to narrow the spread between butts and Colorados to a half

cent instead of the cent differential recently prevailing by asking 10½c on Colorados. Tanners reluctant to reach above 10c for Colorados.

#### Independents Slip

A large independent Iowa packer sold 700 Ottumwa heavy native steers at 13c. Previously, this seller had sold 1,000 Ottumwa heavy native steers at 13½c, 1,200 Sioux Falls heavy cows at 13½c and 1,200 Ottumwa heavy cows at 13c.

In the east, one large packer sold 1,000 Baltimore and 700 Harrisburg hides at 14c for heavy native steers, 13½c for heavy native cows, 11c for butts and 10c for Colorados. Earlier, another packer sold 800/900 Pittsburgh December native steers at 14c for heavies and 16c for lights.

#### Small Packers Mixed

Prices paid on midwestern small packer hides ranged from 12½c on 48-50 and 50-52 lb. avg. hides up to 13c and 48-50s from lower freight points usually located east of Chicago. In many instances, sellers declined to go along at these prices, asking a half cent more. Some 53-55

#### HIDE FUTURES

	Close Dec. 10	Close Dec. 3	High For Week	Low For Week	Net Change
January .....	15.40T	15.50B	15.77	15.37	—10
April .....	14.99B	15.13T	15.35	14.90	—14
July .....	14.88B	15.02B	15.27	14.85	—14
October .....	14.78B	14.92B	15.13	14.75	—14
January .....	14.68B	14.76B	15.00	14.96	—08
April .....	14.58B	14.61N	14.90	14.84	—03
Total Sales: 220 Lots					

#### HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers .....	13 -13½	14	14½-15	16½
Light native steers .....	16	16	16 -16½	19½
Ex. light native steers .....	18	18½-19	19	21½
Heavy native cows .....	13 -14	13 -14	14 -15B	16½-17
Light native cows .....	15 -15½	15	16½	18½-19
Heavy Texas steers .....	11	11	13½	14½
Butt branded steers .....	11	11	13½	14½
Light Texas steers .....	13	13	13 -13½	16½
Ex. light Texas steers .....	15	13½	14½-15	18 -18½
Colorado steers .....	10	10	12½	13
Branded cows .....	12 -12½	12 -12½	13 -13½B	15 -15½
Native Bulls .....	9½-10	9½-10	10½-11	11
Branded Bulls .....	8½- 9	8½- 9	9½-10	10
Packer calfskins .....	42½-48½	43½-50	42½-50	52½-55
Packer kipskins .....	25 -31	25 -31	24 -31	32 -42½

NOTE: Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

lb. avg. small packer hides moved at 12c selected fob, and some lots averaging up to 58-60 lbs. brought the same price for choice quality.

Heavier hides averaging 60-62 lbs. sold at 11c for native and 9½c for branded fob. shipping points. Lighter hides still meeting with price resistance and some 30-60 lb. collector small packers averaging 40 lbs. sold late in the preceding week at 12c flat fob.

### Country Hides Spotty

Trading in country hides spotty. Many sellers unwilling to consider lower bids named by tanners. As a result, trading limited and although there were scattered sales of mixed 50 lb. avg. allweights containing renderers at 9.9½c and locker-butcher hides at 10-10½c flat trimmed fob. shipping points, a good many lots were held at prices at least a half cent higher.

Glue hides in carlots sold at 8-8½c fob. Country bulls ranged 5-6c fob. shipping points, as to lots.

### Calf Sags

The calfskin market, which had been independently firm, finally weakened due to tanner resistance and declined 2½c on heavy and 5c on light. One big packer sold 18,000

northern calf comprised of St. Paul lights at 45c and Wisconsin allweights at 42½c for heavy and 45c for light.

The same packer this week also sold about 8,700 Kansas City-River and small plant northern kip along with 2,000 overweights at undisclosed prices. In some quarters, it was thought the seller received 29c on all these skins.

Previous trading involved 10,500 St. Louis kip at 30c while 2,500 kip from Kansas City brought 30c with 2,000 overweights at 29c. St. Paul kip last brought 31c.

Packer regular slunks remained at \$1.85 and large hairless at 85c. Small packer allweight calf ranged 34-35c and midwestern kip at 18-19c as based on last reported sales of carload lots. Country calf brought 23-24c and kip 13c in carlots. Some small lots of kip sold as low as 12c.

### Horsehides Teeter

Some good 70 lb. avg. northern slaughterer horsehides bought at \$9.25 trimmed fob. shipping point. There was a possibility that very choice lots might still command more or up to \$9.75 but interest very limited at that figure even though some sellers asked more. Untrimmed hides quoted about \$1.00 more.

Cut stock also slower moving. Good northern fronts remained nominal around \$6.25-6.50. Butts more difficult to sell. Although \$3.75-4.00 recent trading range for 22" and up, it was difficult to interest certain buyers at over \$3.50.

### Sheep Pelts Poor

Trading in big packer shearlings and clips has been slow. Demand narrow and very selective.

Although some good fall clips sold steady at \$2.35, it was confirmed that big packer No. 1 shearlings sold lower and in a range of \$1.40-1.55 as to sellers and lots involved. Some No. 2s moved at \$1.25 and No. 3s held around 80c.

Large midwestern independent packers selling Dec. production lamb pelts this week and while details not immediately available, trade sources indicated that prices would approximate those of last month and range \$3.00 up to \$3.25 per cwt. liveweight basis.

Wool market still slow and even though current pelts have greater wool yield, pullers do not have much incentive to pay more for pelts. Pickled skins easing and a couple cars of mixed sheep and lambs sold at \$12.50 per dozen.

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## Dry Sheep Scattered

Some Ceara Brazil regular cabrettas sold for shipment at \$12.00 per dozen for shipment at \$12.00 per dozen for 68/70-kilos. However, most selling quarters say their shippers either have higher views or claim to be well sold up and have nothing to offer at the moment. Europe still showing interest and paying better prices.

Offerings of Addis-ababa butcher skins at \$13.50 per dozen with bids of \$13.00 refused. No change in other descriptions of hair sheepskins. Shippers at origin continue to have firm ideas.

Notwithstanding lower prices at recent Australian auctions, sellers state they still cannot interest pullers here as asking prices are still above their ideas of value. At the Melbourne auctions, market was one to three pence lower with full wool most affected while at Sydney, 39,000 skins were offered, sheepskins, bare to two inches, one to two pence; 2 inches and up, two to three pence, lambs, par to one penny all lower.

## Pickled Skins Tight

Both U. S. and U. K. operating with late sales including "HBMC" North Island lambs at 75 shillings, "Waitara" and "Fielding" lambs at 75-79 shillings, "Westfields" at 78 shillings and "AFFCo" at 80 shillings. Most of the trading involved 1,000 dozen of each brand with specification of December shipment.

Iranian pickled sheepskins firm at origin with shippers having ideas of \$15.000-16.00 per dozen. Buyers here seem to have withdrawn and last confirmed sales were at \$12.00 although some sellers believe they could better that price for good spot lots.

Domestic market easy with offerings at \$12.00-13.00 per dozen, as to sellers and lots.

## Reptiles Dragging

Some Brazil giboias offered at 45c fob., but little interest evident. Some inquiries for karungs with late offers of 50% 15/17 centimeters and 50% 18/19 centimeters, 50/50 selection, at 18c per skin c&f., making the 20/24 centimeters alone nominally around 40c.

India market rather quiet except for wet salted back cut Agra lizards, which have had a fairly good sale. Confirmed that some 9 inches up, averaging 10 inches, 80/20 selection, sold at 25c with 8 inches up, averaging 9 inches, 80/20 selection, held at 18c. Late sales this size at 16c with some quarters offering more at this figure combined with the 9 inches up, averaging 10 inches at 25c and 10 inches up, averaging 11 inches at 33c.

No interest in wet salted Bengal back cut lizards even though some very attractive offerings are in the market. Belly cuts selling in Europe and asking prices here are out of line with buyers' views. U.P. bark tanned whips, 4 inches up, averaging 4 1/2 inches, 60/40 selection, have sold at 34-36c with some shippers now trying for advances.

Madras bark tanned whips, 4 inches up, averaging 4 1/2 inches combined with skins averaging 4 3/4 inches, 70/30 selection, offered at 48c and still unsold. Some trading in wet salted Calcutta alligators.

## Jacks Good

Brazil "jacks" have had a good sale of late at 59-60c, basis manufacturers. Buyers unwilling to pay advances which some shippers are now naming.

New Zealand market unchanged as shippers are holding firm to their views and buyers here claim that they are picking up domestic skins at much lower levels. New York state and Canadian deerskins have sold at \$1.50 while Pennsylvanias are

available at \$1.25. Siam market slow and nominal.

## Pigskins at Odds

Little business passing and buyers' views usually below sellers' asking prices. Para grey peccaries sold at \$1.35 fob., basis importers, with some views at 5c less. Blacks sold at under \$1.00 fob., basis importers.

Manaos grey peccaries held at \$1.85 fob., but buyers' views around \$1.65-1.70 fob., and blacks at \$1.05-1.10 fob., basis importers. Some buyers claim they would not even meet these levels on the blacks. Little interest and then at very low prices.

## Goatskin Prices

	INDIA & PAKISTAN	Today	Last Month
Amritsars (1200 lbs.)	...\$8 1/2	8	8 1/2
Best Patnas	...\$6.25		\$6 1/2 @-
Muzaffarpur	...\$6.75		\$7-7 1/2
Dinajpurs	...Nom.		Nom.
Daccas	...Nom.		Nom.
Calcutta Kills	...\$9.50		Nom.
Coconadas (1.70/1.80 lbs.)	\$9.25		\$8.90-9
Deccans (1.70/1.80 lbs.)	...\$9.25		\$8.90-9

## CHINAS

Szechuans, lbs.	...Nom.	Nom.
Hankows, lbs.	...Nom.	Nom.
Chowchings, dz.	...Nom.	Nom.

## MOCHAS

Berberans	...\$8.25	\$8.00
Hodeidahs	...Nom.	Nom.
Baties	...\$10 1/2-11	\$10 1/2-11
Baties types	...\$9.00	\$9.00
Addis-ababas	...Nom.	Nom.

## AFRICANS

Algiers	...Nom.	Nom.
Casablanca	...Nom.	Nom.
Marrakesh	...Nom.	Nom.
Constantines	...Nom.	Nom.
Orana	...Nom.	Nom.
Tangiers	...Nom.	Nom.
West Province Ex. Lts.	...Nom.	Nom.
Port Elizabeth Ex. Lts.	...Nom.	Nom.
Nigerians, lbs.	...\$1.00	\$1.00-02
Mombasas, dz.	...\$8 1/2-9 1/2 @	\$8 1/2-9.30

## LATIN AMERICANS

Mexicans		
Matanzas, etc. (flat)	...Nom.	Nom.
Oaxacas	...Nom.	Nom.

## Venezuelans

Barquisimotos	...39 1/2 c	40c
Coros	...39 1/2 c	40c
Maracaibos	...Nom.	Nom.
La Guayras	...Nom.	Nom.

## Colombians

Rio Hache	...Nom.	Nom.
Bogotas	...Nom.	Nom.

## West Indies

Jamaicas	...70 1/2 c	Nom.
Haitians	...42-44c	42-44c
San Domingos	...34 1/2-41c	Nom.

## Brazils

Cearas	...80c	75c @-
Pernambucos	...82c	75c @-
Bahias	...Nom.	Nom.

## Argentines

Cordobas/Santigas	...44c @-	48-50c
Pampas	...Nom.	Nom.

## Peruvians

Paytas	...44c	44 1/2-45c
Ayacuchos	...45c	45c

# TANNERY

ESTABLISHED 1908

Compounders and  
Sulphonators of Oil for Tanners  
and Leather Finish Manufacturers

WHITTEMORE-WRIGHT CO., INC.



LEATHER and SHOES

# Person to Person

• **John K. O'Brien**, former president of Salem Leather Co., and now an importer of sheepskins, sailed last week on a buying trip to Australia and New Zealand.

• **Henry Starr**, former superintendent of Triple Novelty Footwear Co., has accepted a similar position with Windsor Footwear Corp. of Newark, N. J., maker of women's California process shoes. Starr is also noted as a pattern man.

• **I. Howard Anderson** was recently named general manufacturing manager of The Linen Thread Co., Inc., of Paterson, N. J. He will supervise all manufacturing units and mechanical, engineering, purchasing and traffic departments.

• **Edward Ouellett**, superintendent of D & W Last Co. of Clifftondale, Mass., has joined North Shore Last Corp. of Lynn, Mass., as superintendent.

ent of production. D & W Last Co. is reported in process of liquidation.

• **Francis J. Rodericks**, former personnel director of Commonwealth Shoe and Leather Co., Whitman, Mass., is resigning to join Chilton Greetings Co. as industrial relations director.

• **Walter I. Otis**, Boston leather dealer, has retired from business and is currently vacationing in Florida.

• Another former executive of D & W Last Co. of Clifftondale, Mass.—**Everett Kenerson**—has joined McNichol & Taylor, Inc., of Saugus, Mass. **Gus Norman**, former head designer of D & W Last, has joined the same firm.

• Friends and associates of **Carl Ganter**, retiring as executive of Colonial Tanning Co., Boston, recently honored him at a dinner held in the Parker House, Boston. Kivie Kaplan, vice president and general manager of

Colonial, presented Ganter with a television set.

• **Abe Goldberg** has resigned as superintendent and designer with Windsor Footwear Corp. of Newark. He is succeeded by **Henry Starr**. Goldberg is a veteran of many years in the shoe industry. He has not revealed his plans for the future.

• **Dr. Arnold B. Sklare**, formerly sales director for Sklare Associates, Inc., Chicago advertising firm, has been named copy director of The House of J. Hayden Twiss, New York advertising firm. In addition to his advertising experience, Dr. Sklare was a former professor of English at the University of Bridgeport, Bridgeport, Conn.

• **Merrill Stone**, formerly of General Shoe Corp., Nashville, Tenn., has joined Acme Leather Co. of Peabody. Stone will represent the tannery in Virginia, Alabama, Tennessee and Louisiana.

• **Ralph L. Shanks**, buyer for Graham-Brown Shoe Co. of Dallas, Texas, has been elected a vice president of the firm, one of the leading shoe wholesalers in the Southwest. He continues also as buyer. Other officers elected by the board of directors are W. R. Boker, secretary; and H. C. Remington, treasurer.

## but—what YOU want is Experienced Help!

Get it—then—where you have the best chance to get it — through a classified ad addressed to the entire industry in LEATHER AND SHOES! Your "keyed" and confidential message will reach thousands of executives. L&S Want Ads have placed many top men in suitable positions.

**LEATHER and SHOES**  
300 WEST ADAMS ST., CHICAGO 6, ILL.

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**SULPHONATED OILS**  
*and*  
**FAT LIQUORS**  
**QUALITY AND UNIFORMITY**  
**MARDEN-WILD CORP.**

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MARDEN-WILD of CANADA, LTD. HALIFAX, N. S.

# WRINGER FELTS

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For long life and best all-round results  
specify **KENWOOD WRINGER FELTS**  
for your: Stehling Continuous Feed  
Leather Wringing Machine • Stehling Combination  
Putting Out and Leather Wringer • Quirin Wringer



# NEWS QUICKS

*About people and happenings coast to coast*

## New Jersey

- Carl Antholz, Inc., 101 Golden St., Newark, tanner of reptile leathers, has appointed Alpine Leather Co., 10 West 33rd St., New York, as its sales agent for New York, New England, and Pennsylvania.

## Pennsylvania

- The Bernville plant of Fein & Glass, Inc., Reading, manufacturer of women's and children's shoes, has recently expanded operations. Total employment at the company's Reading and Bernville plants is now 405.

## California

- Vogue Shoe Co., Los Angeles, is planning to move to 3360 South Hill St. about January 1st.

## Illinois

- **Huch Leather Company**, 1525 W. Homer, a Chicago tanner, has recently become an associate member of the National Hide Association.

## Maine

- Queen City Shoe Co., 24 Pleasant St., Bangor, has been organized to manufacture hand-sewn moccasins.

- Construction began this week in Camden on a plant for the newly organized **Camden Tanning Corp.** which will employ some 100 local men. For this project the buildings of the former Camden Textile Mill, No. 1, Washington St., are being remodeled together with the erection of a new 90 by 60 foot structure.

## Massachusetts

- Spring construction is planned for a second plant expansion of **Randolph Manufacturing Co.**, 34 South Main St., Randolph, manufacturer of all types of canvas footwear. This new enlargement will increase output of company's fabric top shoes.

- **Campeno Sales Co.**, Brockton, has bought the real estate and some of the machinery of Logan Co., 224 North Montello St., Brockton.

- The annual Christmas party of the factory divisions of the Montello and Packard plants of **Knapp Bros. Shoe Mfg. Corp.** will be held Dec. 18 at the Walk-Over Club. Several hundred employes will attend the catered dinner.

- **Bickford Shoe Co.** of Jamaica Plain, manufacturer of women's novelty footwear, will begin operation in the former Derman Shoe Co. plant, Milford this week. Some 300 persons will be employed with an expected increase to about 400.

- Lang Tanning Co., Canada, has appointed **Bergman & Brookhouse Leather Co.**, Boston, as its New England sales agent.

- The building of Sunshine Feed Store, 31 Perkins St., Bridgewater, has been purchased by **John E. Lucey Shoe Co.**

**H** **Huch** for

genuine shell cordovan — "the platinum of leathers" — for shoes, men's belts, military belts and holsters, and shark print cordovan for tips on children's shoes.

The **Huch Leather Co.**  
1525 W. HOMER STREET • CHICAGO 22, ILLINOIS

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A. J. & J. R. COOK, INC. • Los Angeles and San Francisco HARRY BLOCH • Havana, Cuba

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**Stormwelt**  
ALL-LEATHER

"WEATHERSTRIPS"  
YOUR  
SHOES

**BARBOUR WELTING COMPANY**  
BROCKTON 68, MASSACHUSETTS

For a "Velvet" Finish  
on Leather, Rubber or Synthetics

The  
New **USMC**  
**BUFFING**  
**MACHINE**  
•  
**Model A**



- Uniform all-over buffing.
- Superior all-over roughing.
- Abrasive mileage increased up to 50% and more as compared with other equipment.
- High production as compared with other equipment.
- Sole materials of variable thicknesses, and soles with reduced shanks and similar limited variations, can be readily processed.

This new United machine uses a specially developed air cushion type blanket on a high speed oscillating 12" buffing roll. It can be fitted for buffing unattached soles and taps of leather, rubber or synthetic. It produces a soft even nap or a coarse rough texture (suitable for cementing) and gives outstanding production advantages and economies.

For information about the new **USMC** Buffing Machine — Model A, get in touch with your United branch office.

**UNITED SHOE MACHINERY CORPORATION**  
**BOSTON, MASSACHUSETTS**

• The innersole and combining departments of **Atlantic Heel Co., Inc.**, Boston, will now be handled by the company's affiliate, The Atco-Flex Innersole Co. Both OK Shank & Counter Co. and Corman Leather Co., located at 55-71 Amory St., Boston, are associated with the above.

• Slight damage was caused by a recent fire at **Montello Shoe Co.**, Spark St., Brockton. The blaze was caused by a spark from an acetylene torch which set fire to a rubber tube. The fire was put out by means of a hand extinguisher before the fire department arrived.

• Louis Lefkowitz & Bros. Inc., tanner of New Brunswick, New Jersey, has appointed **Joseph Kaplan**, 48 South St., Boston, as its New England sales agent for splits and sandal leather.

• Creditors of **Curtis Shoe Co.**, Cotting Ave., Marlboro, have received undisclosed offers on the firm's building and machinery. One came from a Massachusetts manufacturer of men's shoes, a second from a New Hampshire party interested in an investment, and a third from a New York manufacturer of children's shoes.

• **D. & W. Last Co.**, Clifftondale, is in the process of liquidation. George Haywood and his son, formerly associated with the company, are now with **Stuart Last Co.** of Beverly.

• Assets and liabilities of **George Gillis Shoe Corp.**, Fitchburg, have been taken over by Edward Popell and Associates Co., 207 Washington St., Boston.

• Harry Corin, a Boston attorney, has been appointed temporary receiver of **Levine Bros. Leather Co.**, Brockton. A temporary restraining order enjoining the company from disposing of assets, except in the usual course of trade, has been continued.

• The officers of the newly formed company, **Ludington Footwear, Inc.**, Pacific No. 10 Bldg., Lawrence, are A. S. Purdy, president; Ruth Schlieman, treasurer; Joseph Kuentzler, clerk.

• **Ambor Leather Co.**, 139 South St., Boston, has been appointed Boston representative of The Los Angeles Tanning Co., 4101 Whiteside St., Los Angeles, California, tanner of side leather and splits.

## New Hampshire

• W. Sterndale and W. Bracy have recently organized **Mary Lee Wedge Heel Co., Inc.**, in Derry.

• A recent report of the State Division of Employment Security showed a 1.7 percent increase in jobs in the **shoe industry** during the fiscal year ending June, 1953. However, due to slow-downs in shoe manufacturing plants unemployment increased from 6,950 in mid-September to 8,700 in mid-October.

## New York

• **New York Association of Younger Shoemen, Inc.**, will hold a dinner meeting Dec. 16 at the Hotel New Yorker. On the agenda will be the nomination and election of officers for 1954.

• **Suburban Shoe Corp.**, Hempstead, Long Island, is now in the process of liquidation.

• **Sterling Shoe Corp.**, 392 Pearl St., New York City, has moved to 263 Classon Ave., Brooklyn.

• **Emil Buschhoff & Co., Inc.**, hide and skin importing firm, has moved from 100 Gold St. to larger quarters at 10 Jacob St., New York City.

GENUINE UNALTERED

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produced commercially for the first time



The ideal fatliquoring oil for all types of leather.

Emulsifies readily and will carry up to three times its weight of raw oils: neatstool, cod, corn, etc. Eliminates SO<sub>2</sub> effect on chrome complex, giving tighter flanks and shoulders. Also makes for easier finishing.

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**ARKOTAN B** is a syntan that assists in the production of a smoother grain, improved tensile strength, fuller and rounder feel and a clear, even color.

**ARKOTAN B** assists in the solubility of your extracts, permitting greater penetration and better take-up and reduces the sludge in the bath when solid Quebracho is used.

**ARKOTAN B** when used in the color pit, wheel or tail liquors improves the appearance of the grain and maintains the correct acidity in the tail liquor without the addition of acid at this point.

**ARKOTAN B** is used extensively in the re-tan wheels to produce added weight. Excellent for use on chrome re-tan upper leather where a tight break and solid feel is required.

Samples or demonstration of **ARKOTAN B** are available upon request.

**Arkansas Co., Inc.**  
NEWARK, NEW JERSEY  
Manufacturers of Industrial Chemicals for over 50 Years



• Auburn Rubber Co., Inc., Auburn, Ind., has appointed **Central Cut Sole Co.**, New York, as its Eastern sales representative. Central will service factories in New England, Pennsylvania, and New York with Auburn's line of soling slabs.

• **John E. Graham & Sons**, Rochester, New York, has appointed Besse, Osborn & O'Dell Company, Boston sheepskin firm, as its representative in the Rochester area.

• **Harric Shoe & Slipper Co., Inc.**, 4059 Park Ave., New York City, is planning to move to 47-59 Bogart St., Brooklyn.

## Washington

• **The Fashion Bootery, Inc.**, 1712 Yale Ave., Seattle, has recently been purchased by Roe Brothers Store, Inc. of Beverly Hills, California.

## Wisconsin

• **Weyenberg Shoe Manufacturing Co.**, Milwaukee, has declared a quarterly dividend of 50 cents a share, payable January 2 to stock of record Dec. 15.

## Canadian Notes

• **Production of footwear** in Canada for the first eight months of 1953 totaled 26,961,739 pairs, an increase of approximately three million pairs over the 23,883,085 pairs produced in the corresponding period of 1952. During Aug. 1953, Canadian shoe factories turned out 3,296,904 pairs, some 755,750 pairs over July and 133,648 pairs over the Aug. 1952 total. Output of shoes with soles "other than leather" amounted to 1,908,143 pairs in Aug. and 17,001,631 pairs in the first eight months.

• **The Savage Shoe Co., Ltd.**, of Preston, Ont., reports that the two company factories involved in a labor dispute with a group of employees are now operating at approximately 80 percent of normal production following the return of many employees during Sept. Employees at one of the plants where a strike began on May 26 of this year—recently declared illegal by

the Labour Relations Board—made application to the Board for decertification of United Packinghouse Workers as bargaining agent and on Nov. 24, a majority of workers voted in opposition to the union. The company's four other factories were not affected by the strike.

• Canadian tanneries' shipments dropped in value during Sept. 1953 compared with the preceding month and the same month last year, continuing an irregular trend during 1953, the Canadian Government reports. Such shipments dropped to 63.2 in

Sept., against 67.8 in Aug., and 74.7 in Sept., 1952, based on 1947 being 100.

However, the value of inventories of such tanneries across the nation continued a steady upward rise, reaching 107.0 in Sept., against 103.0 in Aug., and 101.2 in Sept., 1952. Inventories have been rising since last April. Stocks of raw materials, goods in process and finished products moved up in Sept., against the preceding month.

• Unusually mild weather has been playing havoc with shoe store sales in

**SOLID**  
STANDARD BRANDS

**LIQUID**  
SM  
SMS

**POWDERED**  
"PUREX"  
SMS

**QUEBRACHO EXTRACTS**

THE RIVER PLATE CORPORATION

**MYRETAN**

*Australian Eucalyptus Extract*

**SOLID & POWDER**

**FOR OUTSTANDING RESULTS AS A RETAN ON CHROME... SMOOTH CLEAN GRAIN**

**Tanexco, Inc.**

SOLE AGENTS

111 WASHINGTON BLVD. CHICAGO 6, ILLINOIS

many parts of Canada and rubber footwear sales in general being quite disappointing.

• There were 19,742 employees engaged in the boots and shoes industry, except rubber footwear, on Sept. 1, 1953, the latest nationwide survey by the Canadian Government discloses. Average weekly salaries and wages continued to rise, reaching \$39.15 on that date against \$38.78 a year earlier, and average hourly earnings reaching 93.5c against 89c. Average hours of work per week was 39.1 on Sept. 1 against 40.7 a year ago.

• Helma Leather Goods Co., Montreal, Que., has made an assignment in bankruptcy and Samuel Druker, C. A., has been named trustee of the estate.

• Imports of raw hides and skins advanced to \$4,382,000 during first eight months of 1953 compared with \$3,690,000 in this period of 1952 and unmanufactured leather rose to \$6,272,000 as against \$4,849,000, with imports of manufactured leather reaching \$6,815,000 as against \$4,514,000 a year earlier, the Canadian Government reports.

## RETAIL SHOE SALES PLUMMET 5.1% IN AUGUST

Retail shoe store sales during Aug. 1953 totaled approximately \$129 million, a drop of 5.1 percent from the \$136 million volume of sales during Aug. a year ago, according to latest figures of the Department of Commerce.

These figures bear out the much-publicized slowdown of shoe sales during this past Aug. when most shoe merchants reported pairwise sales well below a year ago. Figures for Sept. are not yet available.

However, sales for the combined first eight months of 1953 are esti-

mated by the Department to have reached \$1,077 million, an increase of 3.6 percent over the \$1,040 million volume reported for the corresponding period of 1952. In the 1953 period, retail dollar sales ran \$37 million ahead of the 1952 period.

Dollar sales of four leading retail shoe chains during Sept. showed a wide individual variance although collectively totaling 4.4 percent above Sept. 1952. Shoe Corp. of America showed the largest change with an increase of 14.1 percent while A. S. Beck sales declined 0.8 percent.

### RETAIL SHOE CHAIN STORE SALES ANALYZED

	(\$1,000)			First 9 Months			%
	September	%	1953	1952	1953	1952	
Beck	3,631	3,662	— 0.8	33,166	32,858	+0.9	
Edison	7,473	7,448	+ 0.3	59,212	57,746	+2.5	
Kinney	3,875	3,661	+ 5.9	29,253	28,620	+2.2	
Shoe Corp.	5,301	4,645	+14.1	42,979	40,297	+6.6	
Total	20,280	19,416	+ 4.4	164,610	159,521	+3.2	

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about any—and all—of your tanning problems.

- Get our advice—our help—relative to those perplexing difficulties regarding Finish—and Repair—in shoe factories.
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- Have us develop any new processes you have under contemplation.

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Director & President  
Milwaukee, Wis.

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 • Tanning Machinery  
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The only technical magazine for the Shoe and Leather trade in Mexico.

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## CLASSIFIED ADVERTISING

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#### Softko Tool & Die Co.

MFR. patented glove turning equipment. Fine cutting dies. Carnauba liquid wax. Prime dressing oil for cutting boards. Dryren brush for staining leather edges. Small map measurer, inches to miles, centimetres to kilometres, easy to read inches in patterns and leather. Every leather goods business should have one — a fine Christmas gift.

4053-55 Carroll Ave., Chicago 24, Ill.

#### For Sale

USED 72-Inch Quirin Wringer. This is in good condition and will sell at a reasonable price.

Address L-29, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

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Research and Government Work a Specialty

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Horse and Cattle Tail Hair

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230 Java St., Brooklyn 22, N. Y.  
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TRIMMED AND SORTED for weight and grade. Large quantities. Steady supply. Tell us what you are making and we will furnish a suitable selection.

Address M-7,  
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300 W. Adams St.,  
Chicago 6, Ill.

#### For Sale

ONE 6 ft. Aulson hydraulic fleshing machine, complete with 220 volt, 60 cycle, 3 phase motor. Extra cylinder and rubber role. Excellent operating condition. Recent model. Address M-8, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

#### For Sale

6 ft. Side Unhairing Machine No. 22 Turner—excellent condition. 15 H.P. 60 Cycle 1745 RPM 3 Phase 220-440 G. E. Motor direct drive with one complete grinder bar and head. Also various new parts. Address M-9, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

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TOGLLING MACHINE WANTED. Single unit in good condition. Apply giving full particulars to:

M-10,  
c/o Leather and Shoes,  
300 W. Adams St.,  
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### Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Monday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.  
300 W. Adams St. Chicago 6

#### Shoe Factory for Sale

WOMEN'S CASUAL SHOES, middle of the road grade. Equipped to make about 1,000 pairs a day, cement construction. St. Louis area.

Address M-11,  
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18 or 24" flat hydraulic air belt press  
Must be in good condition.

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North Andover, Mass.

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SALESMAN WANTED to handle sole leather products for the Flinding Trade. State previous experience. Commission basis. For full particulars write

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#### Cutting Room Foreman

TASK LIMITED TO PRODUCTION AND QUALITY ONLY ON 1,500 PAIRS A DAY WOMEN'S WELT SHOES. NO PATTERN WORK OR LEATHER CONTROL. EXCELLENT OPPORTUNITY FOR SOMEBODY WHO IS NOW AN ASSISTANT OR A FOREMAN WHO WOULD LIKE TO ASSOCIATE WITH A PROGRESSIVE AND GROWING ORGANIZATION. WRITE AIR SPECIAL IN CONFIDENCE GIVING PAST EXPERIENCE AND FAMILY STATUS. H. W. FRIEDBERG, GOLO OF DUNMORE, GOLO PARK, DUNMORE, PA.

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Caixa Postal 917

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### Wanted

A MANUFACTURER of various types of light leathers has an opening for a young Chemistry graduate (B.S. required). The opening mentioned is in the research department of an established organization which is enlarging the scope of its research both in resinous finishes and tanning methods. Experience helpful but not required. Address M-2, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Technical Sales and Development Man

TO DO SOME laboratory development work and demonstrate leather finishes in the Milwaukee, Chicago, and St. Louis area. Excellent opportunity for future advancement to complete charge of this phase of our operation.

Man selected will work directly under General Manager. Plant and Laboratory located in large Midwestern city. Address M-3, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### Representative Wanted

A WELL ESTABLISHED leather finish manufacturer is looking for a qualified representative to cover the West and Middle West. Good opportunity for the right man. On commission basis. State experience. Address M-5, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

### Laboratory Assistant Wanted

WELL KNOWN chemical manufacturing company requires a laboratory assistant for the leather chemicals laboratory in Chicago. Excellent opportunities are offered for advancement. Some knowledge of tannery processing and ground work in leather chemistry are desirable. Please supply details regarding education, experience, salary requirements, and references. Address M-6, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

### GOATSKIN SALESMAN

Looking for capable gentleman familiar with this or related line. Replies strictly confidential. Address Box Z-1, Leather and Shoes, 20 Vesey St., New York 7, N. Y.

### Situations Wanted

#### Work Glove Foreman

POSITION WANTED: Young man with experience in work glove manufacturing. Head cutter, and recently foreman in plant now closing. Best of references. Willing to relocate if situation warrants. Address L-30, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

#### Sales or Executive Position

YOUNG MAN AVAILABLE for sales or executive position with upper leather tannery. Has college background, 7 1/2 years' experience in Production and supervision, leaning to finish end, and one year's intensive sales of leather. Aptitude tests show high in sales and organization. Address M-4, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

#### LEATHER SPECIALTIES PROCESS DEVELOPMENT

#### PURE-TAN (QUEBRACHO CRYSTALS)

#### GEORGE H. GRISWOLD

14 Franklin St. Salem, Mass.

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### TASTY SHOE RECIPE

*Newsweek* magazine reports that in a recent Canadian national election a newspaper reporter bet he'd eat his shirt if his candidate lost. Forced to pay off, the desperate reporter appealed for advice to the National Research Council of Canada, and in turn received this recipe:

Take one cotton shirt, burn to a crisp in a very hot oven and recover hot ashes. Then grill one large steak, sprinkle shirt ashes on steak, and smother with onions. Eat shirt, steak and all.

*Newsweek*, intrigued with the thought of recipes for other items of clothing which impulsive bettors promise to eat if they lose, went out and found the cooking secrets for these. If, therefore, any rash shoe or leather man is forced to eat his shoes after losing an impetuous wager, here's the recipe:

Shoes are protein and, like cotton, can be hydrolyzed by boiling in acid. The end product is a gluey gravy of amino acids which, as one chemist notes, "tastes like hell." Nevertheless, the amino acids are as nutritious as the whole protein. The same result can be obtained by soaking the shoes in a digestive enzyme (pepsin or trypsin). By either process, the gravy is similar to the contents of the human stomach soon after a meal of meat or cheese.

LEATHER AND SHOES' advice is for the bettor to have a doctor and an undertaker stand by while he follows *Newsweek's* advice.

for producing...  
**BETTER LEATHERS  
MORE ECONOMICALLY**

#### EXTRACTS

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#### CHEMICALS

We invite your inquiries and permission to prove better yields with **LINCO PRODUCTS**

**L. H. LINCOLN & SON, INC.**

COUDERSPORT, PENNA.

### Upton New Executive At American Hide

Frank Upton has been named vice president and superintendent at the Lowell, Mass., tannery of American Hide & Leather Co. Upton succeeds Samuel Haight, who quit the company suddenly after serving for 25 years as manager. The company would give no explanation for Haight's leaving after his long service.

Upton comes from the B. D. Eisendrath Tanning Co. of Racine, Wis., where he served as manager and in several other executive posts.

**NO DRENCHING**



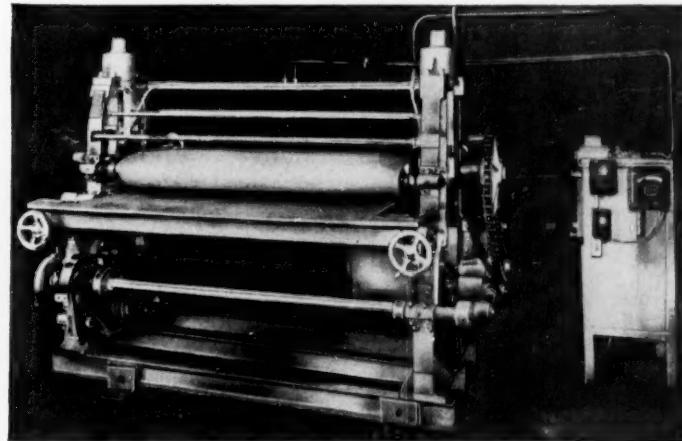
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Here's the wringer  
that insures absolute  
uniformity of moisture content  
at all times . . . the  
wringer you *don't* have to  
open and close before and after  
each operation . . . the wringer  
that lets you change sleeves con-  
veniently . . . *the wringer that eliminates*  
*the mechanical clutch*  
with all of the grief that

goes along with that kind of antiquated equipment.

In short, the Stehling Hydraulic Continuous Feed Wringer gives  
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# BALANCED PERFORMANCE



...and with **NOPCOLENES** that means  
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In fatliquoring leather, as in mountain climbing, balanced performance—effective *dual action*—is vital. That's why the new, *double-action* Nopcolene\* fatliquors are so important to your leather processing.

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mitting the tanner to achieve whatever degree of temper, softness, hand, break or stretch desired.

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